



SERVICE ASSURANCE MADE POSSIBLE BY LAWSON SOFTWARE

Many rental, service and maintenance companies have information “blind spots” throughout the organization that limit the ability of management to optimize the day-to-day performance of the business, to develop and sell new services to customers, and to fully exploit opportunities to generate more revenue and profit.

These information blind spots are fundamental weaknesses that prevent managers from getting a complete picture of the business and how it operates, and a detailed profile of customers and the service levels required. As a result, decision-making can be uncertain at best and erroneous at worst. This means that performance is limited and the business fails to operate at optimum levels.

However, Lawson has created a new approach—Service Assurance—for rental, service and maintenance companies that helps solve these problems. Service Assurance is a holistic approach to decision-making founded on information unity and data visibility. It gives managers the ability to optimize decision-making and implement growth opportunities in order to improve service performance, revenue generation and profitability.



Service Assurance is made possible through Lawson's Equipment Service Management (ESM) consultancy services, and ESM software solution which eliminates information blind spots and enables managers to see the business differently, and from an integrated perspective.

As a result, Lawson ESM is the foundation for change in the way managers manage and make decisions because they are able to access information that was previously unavailable to them. And through the Service Assurance approach managers can implement best practice based on known factors, raise the standard of performance throughout the organization, and then extend Service Assurance to customers through a full understanding of their needs, while delivering the best possible service.

Lawson ESM offers managers immediate access to business intelligence in order to predict business events accurately. It offers the ability to monitor the day-to-day performance of the whole business in order to effect continuous improvements. The solution brings together the business into a single, integrated entity, each constituent part working in tandem with the others to optimize resources, assets and day-to-day performance.

By applying the Service Assurance approach, managers are able to improve the way in which the business is controlled and managed and the results are tangible.

The CFO gets lower total cost of ownership, reduction of uncertainty and risk from financial data, and clarity and increased accuracy over forecast margins, budgets and revenues. On margin visibility there is accurate information on which jobs are profitable, and the Lawson ESM solution gives a warning when a job is approaching cost overrun.

The solution also provides a full financial history of the equipment, detailing utilization and profitability by equipment item, taking into account all sales revenue and all service and maintenance costs. And cash flow management is transformed. Modification updates to equipment can be planned thereby reducing the risk of downtime and penalty charges. Invoices can be run daily on a rolling basis and not confined to a batch run at a fixed period.

The CIO is at last able to eliminate a myriad of disparate systems all requiring difficult interfaces, and replace them with an integrated solution on a single platform. The result is considerably reduced total cost of ownership and a system flexible and scaleable enough to grow with the business in both the short and long term.

And there are many big benefits for the customer services director (CSD) too. Within customer management, customers can be ranked according to various criteria, contracts can be tailored to each customer; communication becomes two-way and customers have access to online orders and history.

In services there is tight management of often complex value-added services, the opportunity for field service engineers to generate additional service revenue through mobile sales, the ability to provide predictive and proactive support, and product self-monitoring. And in spare parts management there is the ability to accurately predict spare parts usage and spare parts profiling.

Meanwhile, in product item management customers get a full service and maintenance history, an accurate justification for the purchase of replacement equipment, tight management of potential disruptions caused by service bulletins and/or service notices, and an optimized life cycle for equipment through reliability centered maintenance (RCM).

Ultimately, Service Assurance enhances revenues and margins by refocusing management thinking on to key measurement metrics in order to improve decision-making. Because Service Assurance offers managers the ability to confidently predict and plan for future events—thereby reducing risk—and plan new revenue sources. And it's all made possible through the combination of the Lawson ESM solution, which creates information unity and data visibility, and the skills of Lawson's ESM consultancy services. A holistic approach with practical outcomes!

Headquarters:

Lawson
380 St. Peter Street
St. Paul, MN 55102-1302
USA
Tel +1 651-767-7000

info@lawson.com
www.lawson.com

Visit us at www.lawson.com/service