

Cloud Computing for Beginners (Part 3)

– The Lawson Cloud Services –

Taking all the best from the cloud

Welcome back to Cloud for Beginners! Let's quickly review our progress to date.

In our part 1 we showed you how software became utility with the convergence of three major trends: Internet/broadband, virtualization and utility computing. Then in part 2 we discussed the technology waves that have brought us to the door step of cloud computing including the mainframe based centralized era, followed by the decentralized era of the personal computer which saw the rise of the internet and the evolution of services models. Finally, we ended our surf tour of technology waves with the global era which is being powered by virtualization and manifesting what everyone is calling the 'cloud'. This time around we are going to take a closer look at some of the specific things that Lawson is doing in this new global era pertaining to our Lawson Cloud Services Offerings.

We certainly appreciate all of the feedback that we received from the first two Cloud for Beginners issues, so by all means keep those comments and questions coming. Cloud computing is very much an evolving concept, so it is important that we keep this conversation going.

With that, let's get started!

Lawson Cloud Strategy

Lawson's Cloud Strategy is a simple one: provide customers choices. Provide customers more choices in how to **evaluate** software, how to **purchase and license** software, how to **deploy** software, and how to **manage** software. Why provide choices, again the answer is simple, we want to improve your overall experience of owning Lawson Software solutions.

In order to execute our cloud strategy, Lawson has focused on two critical areas, Internal solutions and External solutions. Let's take look at each.

Lawson Internal Cloud Services

Internal Cloud Services pertains to organizations that want to leverage the benefits of virtualization and cloud technologies, but want to do so within their own four walls. Essentially, they want to own the infrastructure in addition to the applications and the data. Lawson certainly understands, and appreciates, that certain types of organizations need to have total control over their computing environments. So here the focus is on cloud enablement, making sure that organizations have the infrastructure and virtualization components necessary to support the concept of internal clouds.

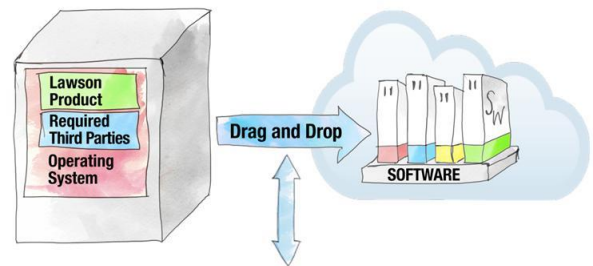
Virtual Appliances

Lawson strongly believes Virtual Appliances to be the future of software delivery. Realizing that Virtual Appliances may be a new term for some of you, let's spend a minute on this concept. In essence a virtual appliance is the operating system, middleware, database, and applications required to provide a complete solution all packaged into a single file, well a

couple files really, but the basic concept is that a Virtual Appliance dramatically simplifies the delivery and installation processes, and in the future the upgrade process as well.

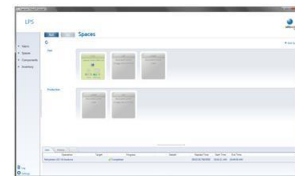
Virtual appliances are images built using virtualization technology such as VMware, Microsoft Hyper V and Xen just to name a few. Virtual Appliances contain all of the components necessary to deploy a given software solution. In the case of Lawson, examples of Virtual Appliances available today include Lawson Smart Office and Lawson Enterprise Search. In the future you will not only see satellite products as virtual appliances, but major application suites such as M3, S3, and LTM.

We are moving towards the day where you simply download the Virtual Appliance, plug it into your virtualized cloud infrastructure and press go! Okay, in all fairness that is a little ways down the road, but it certainly is our vision of future!



Lawson Cloud Console

The last big area of Internal Cloud Services is solution, or system, management. Here Lawson has innovated a new solution to help manage applications and virtual appliances in a cloud centric world. We are calling this new solution the Lawson Cloud Console.



Cloud Console

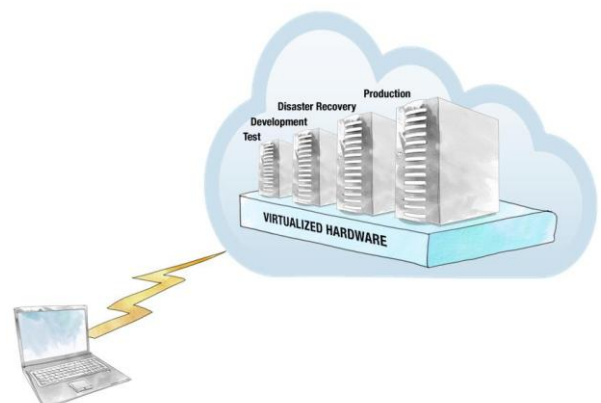
While the concept of a virtual appliance is not new and is certainly not unique to Lawson the Lawson Cloud Console that not only understands virtualized pools of resources (CPU, memory and disk) but also the virtual appliances themselves and most importantly how one virtual appliance relates to another virtual appliance is the critical component that makes Lawson's Cloud solution for on-premise deployment so much more than simple virtualization.

Lawson External Cloud Services

Let's switch gears and look outside at Lawson External Cloud Services. For organizations that are looking to get out of the server business and leverage infrastructure and capacity that is owned by someone else, Lawson External Cloud Services has been created specifically with you mind!

Lawson M3, S3 and LTM on the Cloud

Lawson Software now offers customers the ability to deploy our major application solutions, M3, S3, and Lawson Talent Management, off-premise on Amazon Web Services' cloud infrastructure. Amazon Web Services is a division of Amazon the on-line retailer and is universally recognized as an industry leader in cloud computing. As such, Lawson has formed a partnership with Amazon Web Services to provide the cloud infrastructure for deploying our



major application solutions. In this offering Amazon owns and maintains the cloud infrastructure and the Lawson's Cloud Services team (Lawson employees) provide the application management functions.

Lawson Test Drive

Last but in many ways first if we are doing things in chronological order is the Lawson Test Drive. Lawson Test Drive leverages cloud computing to offer customers the ability to try products before purchasing. This is actually something that customers have been asking for a number of years, but until cloud computing, it was very tough to make the economics work for either Lawson or for the customer.



Summary

So while there is no doubt a great deal of cloud hype out there, at Lawson the cloud is very real with our Lawson Cloud Services offering. The cloud did not just happen overnight, it has been an evolutionary journey that is simply manifesting itself now as critical technologies, economic pressures, and user expectations converge. The cloud is not about one finite definition; it is more about how technology can be leveraged to provide choice, agility, and value!

With that, be sure to watch out for part 4 of "Cloud Computing for Beginners" to learn about how we differentiate ourselves, and our offerings, from traditional Software as a Service, or SaaS, vendors. We will compare and contrast their offered services with the main benefits of Lawson Cloud Services.

As always, thank you for your time and interest.