

**LAWSON™**



# **Lawson Food and Beverage**

In the Food and Beverage Industry, Simpler Is Better



## Key Challenges in the Food and Beverage Industry

At Lawson we truly understand the food and beverage industry, with all of its dynamism, complexity and diversity. Whether you produce fresh, chilled, frozen, dried or canned food, or any kind of beverage, we know that you need a flexible business solution that can easily be configured to meet your specific requirements. Our years of experience working with food and beverage companies like yours have taught us that in spite of the industry's diversity, many companies are confronted by several of the same issues, including:

- Large order volumes
- Short lead times
- Low margins
- Forecast- and demand-driven operations
- Increasingly stringent quality regulations
- Complex supply chain logistics
- The need to comply with supply chain traceability legislation
- Consumer focus.

Concepts such as efficient consumer response, efficient foodservice response, vendor-managed inventory and collaborative planning, forecasting and replenishment also play increasingly important roles in how the food and beverage supply chain operates. As a result of all these challenges, food and beverage companies must find ways to streamline and simplify the entire supply chain from producer to consumer.

## Lawson Delivers what Food and Beverage Companies Need

Lawson understands that the continuous need to improve supply chain efficiency drives many of the food and beverage industry's requirements. In this context, efficient information processing is vital. That's why our solution offers functionality to support:

- More collaborative forecasting and demand planning
- Effective promotion planning and tracking
- Processing high sales order volumes
- Make-to-stock process manufacturing
- Responsive material and capacity planning
- Efficient procurement planning
- Warehouse management with shelf life handling
- Route-based repetitive and non-repetitive distribution
- Management of returnable pallets and containers
- Sharp focus on quality and quality regulations
- Full supply chain traceability.





### **Lawson Food and Beverage: Features at a Glance**

- Supply Chain Orders
- Ability to forecast to the daily level
- Easy-to-use collaborative demand planning
- Detailed supply chain planning and optimization
- Promotions management and reporting
- Configurable VMI processes
- Lot/Batch traceability
- Extensive planning and control of shelf life
- Ability to plan/execute in hours and minutes
- Flexible delivery/picking planning by route
- Automated cross-docking
- Proactive and reactive telesales
- Support for co- and by-products
- Reversed bills of material
- Attributes/Grading for management of variable qualities
- Supplier/Farmer self-billing
- Quality management
- Catch weight (variable/dual units of measure)
- Returnable container management
- Integrated plant maintenance (process)

**“[Lawson] Food and Beverage has been developed specifically for our industry and contains all the functionality we need. So why reinvent the wheel?”**

**Anne Teague European Application Development and Support Manager, Heinz**

### Lawson Food and Beverage: A Complete Solution That Meets Complex Challenges

Any food and beverage company can achieve comprehensive value chain collaboration with Lawson Food and Beverage. Our solution offers an integrated suite of software components that can be implemented individually or as a complete package. The solution supports excellent supply chain management and optimization, and efficient collaboration with suppliers, customers and other partners. Lawson Food and Beverage integrates all the activities in your enterprise and leads to increased customer satisfaction and an improved bottom line.

Lawson Food and Beverage enables effective, enterprise-wide collaboration by integrating applications for:

- Enterprise management
- Customer relationship management
- Supply chain management
- Business performance measurement
- Value chain collaboration
- e-Business.

Lawson Food and Beverage offers the configurability, flexibility and functionality needed to support your business processes in a simple and practical way.

**“Today we are a company ready to embrace aggressive growth. Our technology platforms are sound and our ability to handle the growing needs of our customer base has been greatly enhanced due to our decision to implement the M3 platform.”**

**Andrew Beeson, CFO, Patties Foods.**



## The Power of Collaboration

When you select Lawson, you have the freedom to implement precisely those applications that make business sense for you, and to add additional components only as they become necessary. Your organization will experience a surge of enhanced integration as each new application is added because the power of Lawson M3 Solutions for the food and beverage industry is not only in the individual applications, but also in the collaboration between them.

Our solutions make it easier to plan and efficiently execute all your processes and give you the management information you need to monitor and improve your organization. It adds value to your enterprise at every level. Use it and watch your return on investment grow.

## Lawson Professional Services

Lawson project managers and business consultants have many years of experience implementing Lawson M3 Solutions within the food and beverage industry. Their experience gives Lawson unparalleled capabilities in terms of ensuring successful and secure project outcomes for our customers. The resources we offer customers include:

- Lawson Learning, where customers can maximize their investment in Lawson Food and Beverage with hands-on training on Lawson M3 applications for the food and beverage industry.
- Lawson Total Care. Whatever your support needs are—from basic to the most demanding—Lawson Total Care has you covered before your software is even delivered. By giving you options that align with your cost structure and existing in-house expertise, you can select the perfect balance for supporting and maintaining your Lawson software. We pledge easy access to our global know-how and cost-effective personal support that matches your business needs.
- The Lawson Customer Community at [www.lawson.com](http://www.lawson.com), which enables our customers around the world to interact and share best practices with each other.

**“Patties Foods is expecting to see ... benefits right across our business... In addition it will provide the company with the opportunity to critically review its business processes and simplify these wherever possible”**



### **About Lawson**

For more than a quarter of a century, Lawson (Nasdaq: LWSN) has delivered industry-specific enterprise applications focused on enhancing the business performance of our customers.

We are a market-leading, financially strong supplier of software and services to more than 4,000 customers in manufacturing, distribution, and services industries across 40 countries. We also provide the underlying technology necessary to run these solutions flexibly and efficiently.

Our history has been guided by two goals: to provide scalable, flexible, and ready-to-use systems for a variety of users; and to simplify the deployment, maintenance, and use of our applications.

Lawson's solutions include Enterprise Performance Management, Supply Chain Management, Enterprise Resource Planning, Customer Relationship Management, Manufacturing Resource Planning, Enterprise Asset Management and industry-tailored applications.

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### **Find Out More**

For more information about Lawson Food and Beverage, please visit [www.lawson.com/fab](http://www.lawson.com/fab) or email [info@lawson.com](mailto:info@lawson.com)

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