



# Lawson Food Distribution

A Platform for Growth for the Food Distribution Sector

“A major success factor in Colony’s ability to grow is that we have not put on excessive headcount. We don’t have to grow administrative positions proportionately—in purchasing, IT, finance—because the Lawson system is totally integrated. We have a lot better information to use to make our decisions.”

**Peter Coliukos,**  
**CIO, Colony Liquor**

“We examined at least ten different providers and found that Lawson [formerly Intenia] came out on top, specifically in the areas of distribution, finance and warehousing. M3 [formerly Movex] allowed us greater flexibility [and] better forecasting, which in turn has given us lower inventory costs. Also, it provides better information for our finance team, which contributes to speedier decisions. Our sales force can now identify gaps in the market and see trends occurring in a better and more timely fashion than what we previously had.”

**Gary Browne,**  
**CEO, Stuart Alexander**

## Key Challenges in Food Distribution

Having a plentiful supply of different foods on our supermarket shelves and restaurant menus is something we generally take for granted. But supporting this availability is a complex and highly competitive food distribution market.

At Lawson we truly understand that food distribution is a fast and increasingly demanding business.

Food distributors not only have to maintain high customer service levels, with strong sales and marketing tools for their products and solutions, but also be able to execute high volumes of orders and deliveries reliably and efficiently, in a short time window and on extremely thin margins.

Whether you distribute fresh, chilled, frozen, dried or canned food, or any kind of beverage, we know that you need a flexible business solution that allows you to accurately manage and predict demand for your products at all points in your network.

Our years of experience working with food and beverage companies and the distributors of their products have taught us that food distribution is unique. In fact the many subsegments that make up this marketplace can indeed have their own specific challenges. Fundamentally, food distributors operate in an environment that features:

- High transaction volumes
- Short order and delivery lead times
- Low operating margins
- Seasonal and promotional demands
- Complex supply chain patterns
- High regulatory demands

## An Experienced Partner in Lawson

Lawson is a global provider of software and service solutions. We help distributors that supply the food retail and food service sectors to enhance their business performance and flexibility.

Lawson project managers and business consultants have many years of experience implementing Lawson solutions. Their experience gives Lawson unparalleled capabilities in terms of ensuring successful and secure project outcomes for our customers.

Through years of cooperation with companies active in the food supply chain, Lawson has identified the similarities and differences between companies we have encountered. The findings have been used to develop a flexible business system that meets the specific demands of all: the Lawson M3 Distribution Suite for the food services industry.

“This integrated approach enables us to manage our supply chain efficiently and cost effectively. Lawson M3 has given us tremendous flexibility. It is highly efficient and fast at high-volume order processing. And this capability means we can give retailers the option of placing orders as late as 6:30 p.m. each day for delivery early the next morning.”

**Olav Christensen,**  
Group IT Director, Schulstad AS

## Lawson M3 Distribution: A Platform for Growth

### Delivering what Food Distributors Need

Lawson understands that the continuous need to improve supply chain efficiency drives many of the food distribution sector's requirements. In this context, efficient information processing and response is vital. That is why our solution is scalable and offers functionality to help you manage:

High volumes and low margins

- Multiple sales channels with comprehensive order management
- Efficient warehousing and transportation
- Commercial pricing, discount and rebate conditions
- Extended mobile solutions
- Exception-based reporting and events
- Efficient financial management and analysis

High level of customer service

- Management of a diverse range of customers and constant communication
- Overnight and next-day deliveries to many delivery points
- Execution of seasonal or promotion driven demands
- Mandatory expiration date control as well as full traceability
- Support for complete food solutions, new products and opportunities



**Headquarters:****USA**

380 St. Peter Street  
St. Paul, MN 55102-1302  
Tel +1 651 767 7000  
info@lawson.com

**Regional Offices:****Americas**

Brazil, Chile, Canada,  
Mexico, Honduras,  
United States, Venezuela

**United States**

Tel +1 651 767 7000  
infous@lawson.com

**Asia**

China, Hong Kong,  
India, Indonesia, Japan,  
Korea, Malaysia,  
Philippines, Singapore,  
Taiwan, Thailand, Vietnam

**Singapore**

Tel +65 6788 8769  
Fax +65 6788 8757  
infoasia@lawson.com

**Australia & Oceania**

Australia, New Zealand

**Australia**

Tel +61 2 8437 5600  
Fax +61 2 8437 5699  
infoanz@lawson.com

**Northern Europe**

Denmark, Estonia, Finland,  
Norway, Sweden

**Sweden**

Tel +46 8 5552 5000  
Fax +46 8 5552 5999  
infonordic@lawson.com

**Northwestern Europe**

Belgium, The Netherlands,  
Ireland, South Africa,  
United Kingdom

**United Kingdom**

Tel +44 1344 360273  
Fax +44 1344 868351  
infofw@lawson.com

**Central Europe**

Austria, Czech Republic,  
Germany, Hungary,  
Poland, Slovakia,  
Switzerland

**Germany**

Tel +49 2103 89060  
Fax +49 2103 8906 199  
infoce@lawson.com

**Southern Europe**

France, Israel, Italy,  
Portugal, Spain

**France**

Tel +33 1 34 20 80 00  
Fax +33 1 40 39 25 07  
infosof@lawson.com

[www.lawson.com](http://www.lawson.com)

## Freedom to Choose What Works for You

The Lawson distribution solution is an integrated, easy to use, enterprise-wide application. It is specifically tailored to the needs of companies in the food distribution sector and it can be implemented with options that suit your specific needs.

Some of the functions included in Lawson M3 Distribution are:

### Supply Chain Planning

Good planning is all about having just enough product in just the right place at just the right time. It can have a huge impact on both customer service levels and the amount of capital tied up in stock. Lawson M3 Distribution allows you to accurately predict and manage demand at all points in your network. It can help you balance having the right amount of inventory with offering a high level of customer service. Your overall costs will be reduced through quicker response, enhanced deployment and reduced overstocking and obsolescence.

### Trading

The challenge here is to fill an order the first time, every time. Lawson M3 Distribution manages the efficient taking of orders through a variety of integrated sales channels, such as electronic EDI/XML, telesales and field sales. Comprehensive pricing and inventory availability and promising are examples of some of the automated support functions provided. The procurement of goods at the right price is routinely managed, helping buyers to optimize purchase requirements whilst providing important information regarding vendor performance and analysis.

### Supply Chain Execution

Meeting the challenge of supply chain execution means organizing operations to maximize efficiency. Lawson M3 Distribution offers a solution which helps expedite key orders, manages warehouse processes and resources, and most importantly, ensures that orders are cost effectively and reliably delivered on time. Additional revenue streams can be managed with a variety of value-added services such as packing and labelling. With food supply safety and traceability now a major concern, end-to-end transparency along the food supply chain is essential. Lawson M3 Distribution provides the functionality you need to meet the requirements of international food safety legislation.

Lawson M3 Distribution applications support your business requirements across the spectrum, from customer and supplier relationship management to sales force automation and full financials support. These key areas are supported by Lawson Business Intelligence. Lawson Business Intelligence helps automate decision making by delivering relevant information to the right people, giving them the ability to take the correct action at the right time.

## About Lawson

Lawson delivers software and implementation services to 4,000 customers in 40 countries.

Our goal is to radically simplify the process of developing, deploying, maintaining and using our applications. By doing so, we can help you reduce costs while increasing your flexibility. We also strive to be simple to do business with. We speak plainly. When there's a problem, we work hard to fix it. We fulfill our commitments in a timely, professional manner.

## Why Lawson? Because simpler is better.

### Find Out More

For more information about Lawson M3 Distribution for the food and beverage industry, please visit [www.lawson.com/distribution](http://www.lawson.com/distribution) or e-mail [info@lawson.com](mailto:info@lawson.com)