

LAWSON™

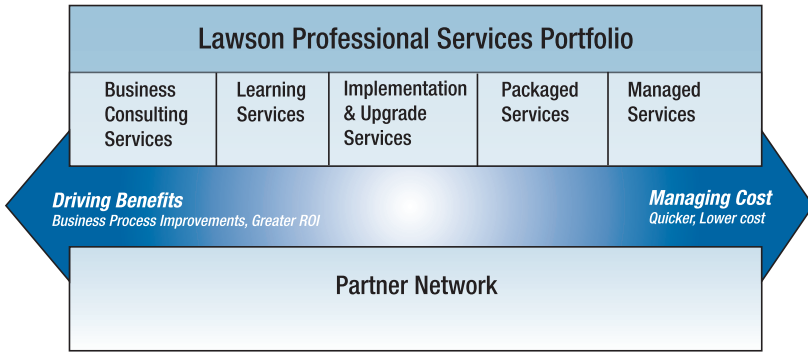


Lawson Professional Services

TCO Solution Map

Lawson Professional Services

Who's better equipped to help you realize value from your Lawson software than the makers themselves? Put your Lawson software to work in less time and at the lowest cost of ownership with the people who know Lawson best. We can help you derive the most benefit from your software investment and experience faster, more efficient implementations. Visit www.lawson.com/LPS for information about our full portfolio of services offerings designed to give you choice and value that's right for your organization.



Research Shows That Lawson Provides the Most Value Per Dollar Spent*

At Lawson, we understand the importance of low total cost of ownership (TCO). For your investment, what matters is what you get, when you get it, for the money you planned.

A big part of your ERP investment includes implementation, upgrade/migration and ongoing support costs. Lawson Professional Services has placed a significant emphasis on helping to lower TCO for our customers through the introduction of over 15 value-based offers in the past year. Plain and simple: We offer customers choice.

For instance, when upgrading to the latest technology or application version, you may choose to have some of the work done remotely through Lawson Global Solution Centers, which lower costs by 30-50%. Or, you may choose to have your own staff Certified to handle the implementation in house — saving 60% of the traditional onsite implementation cost.

“We are committed to delivering value to our customers and offering lower-cost solution alternatives,” Jim Anderson, executive vice president, Lawson Professional Services.

This map is designed to give you a better understanding of the lower TCO options Lawson Professional Services offers so you can make an informed decision.

* Source: AberdeenGroup, "The Total Cost of ERP Ownership in MidSized Companies," July 2007.

Lawson Professional Services: Delivering Practical Solutions for Improving the Total Cost of Ownership Experience

Customer Lifecycle	Implementation					
TCO Solution	QuickStep Industry Solutions	Global Solution Centers			Learning / Training	
		Offshore	Quickstep Implementation Solutions	Lawson Business Intelligence (LBI)	Learning Accelerator	vLabs (remote training)
Industry/ Product Fit	M3 <ul style="list-style-type: none"> F&B 7.1 Fashion 7.1 Dist. 7.1 EAM 5.2 S3 <ul style="list-style-type: none"> HC 9.0 Gov't 9.0 GA Q3 FY08 Educ 9.0 GA Q4 FY08 	M3 & S3 <ul style="list-style-type: none"> Custom Development Modifications Interfaces Conversions 	M3 Americas <ul style="list-style-type: none"> QuickStep delivery GA Q3 FY08 	M3 & S3 Development S3 <ul style="list-style-type: none"> Healthcare Public Services 	M3 & S3 All products, versions	M3 SmartClient, Role-based Security S3 Smart Notifications, Upload Wizards, Microsoft Add-ins
Value Proposition	<ul style="list-style-type: none"> 70 - 90% pre-configured Based on industry best practices 4 - 6 mo. avg. implementation Reduces risk Fixed fee packaged pricing Integrated Learning Accelerator simulations 	<ul style="list-style-type: none"> 30 - 40% reduced cost of development Optional modification maintenance through Total Care Gold 	Same advantages of QuickStep, plus: <ul style="list-style-type: none"> Dedicated Lawson resources and infrastructure No customer start-up infrastructure; Lawson hosted Reduced consulting travel costs Faster speed to market 	<ul style="list-style-type: none"> Content library of vertical-specific reports, dashboards & Smart Notifications 30 - 40% lower development cost Shortens time to value Includes best practices 	<ul style="list-style-type: none"> Speeds user adoption cycle Reduces travel expenses Shortens course development time Eliminates costly errors and rework Delivers role-based content Tests user understanding 	<ul style="list-style-type: none"> Hands-on, instructor-led training at the convenience of the desktop Live Lawson environment, data Small group interaction 10 - 30% lower cost versus standard delivery
Proof Points	26 customers Monkhill (video) <ul style="list-style-type: none"> 21 weeks to go-live NetCacao (customer profile) <ul style="list-style-type: none"> 4 month implementation 	<ul style="list-style-type: none"> 170 Manila resources 50,000 hours delivered in last 6 months 	<ul style="list-style-type: none"> Program in start up Program Director & Consultant team in place 	<ul style="list-style-type: none"> 10 offshore resources Over 50 reports and Smart Notifications 	Over 40 customers worldwide Owensboro Medical (customer profile)	<ul style="list-style-type: none"> Trained 118 learners 96% rated their vLab experience as excellent/good

StepWise — reduced cycle time through rapid prototyping

Customer Lifecycle Upgrade / Migration

Lawson S3 System Foundation 9.0 M3 7.1 Learning / Training

TCO Solution	Customer Certification (Learning + Services)	Solution Center Delivery	Partner Alternatives	RPG to Java Migration Solution Center	5.2 Java to 7.1 Java Migration Solution Center	Net Change Training	Online Learning Libraries

Industry/ Product Fit	S3 V.x to LSF 9.0 Unix/Windows	S3 V.x to LSF 9.0	S3 V.x to LSF 9.0	M3 RPG to Java	M3 5.2 to 7.1	M3 7.1 SLS, SRV, SCP, SCO, RTM, PUR	S3 Americas All products, versions

Value Proposition	<ul style="list-style-type: none"> 60% lower cost than traditional onsite approach Build internal expertise / certification Self-supporting documentation Remote access to LPS resources 	<ul style="list-style-type: none"> 50% lower cost than traditional onsite approach Leverages global team to deliver services most efficiently, cost effectively 	<ul style="list-style-type: none"> Offers alternative certified partner resources Customer gets bids & selects their partner 	<ul style="list-style-type: none"> Migration tools Hosted environment for data analysis, system set up Minimizes upfront Java technical investment Targeted 80% reduction in modification retrofitting 	<ul style="list-style-type: none"> Tool to bring 100% of modifications forward (no additional coding) 	<ul style="list-style-type: none"> Covers key concepts and process flows of new functionality; saves at least 50% training time over standard training Also, self-study courses at the convenience of the desktop 	<ul style="list-style-type: none"> Self-study courses at the convenience of the desktop Extensive course selection focused on differences, migration paths Eliminates all travel-related expenses

Proof Points	<p>15 trained Mercury Companies live (webinar)</p> <ul style="list-style-type: none"> 4 month timeline met (including training) 	<p>20 - 30% of customers opt for this solution</p>	<ul style="list-style-type: none"> 7 Partners with Certified Resources 	<p>60+ customers Sutton Tools</p> <ul style="list-style-type: none"> 3 month delivery "Seamless transition." Minimal modifications 	<p>Jelly Belly</p>	<p>New to the market</p>	<p>Over 400 Lawson customers</p> <ul style="list-style-type: none"> 80%+ renewal rates

StepWise — reduced cycle time through rapid prototyping

Customer Lifecycle	Optimization					
TCO Solution	Managed Services		Learning / Training			
Industry/ Product Fit	M3 & S3 All geographies	M3 & S3 Available Americas; EMEA GA Q3 FY08	M3 & S3 All products, versions	M3 SmartClient, Role-based Security S3 Smart Notifications, Upload Wizards, Microsoft Add-ins	S3 Americas All products, versions	
Value Proposition	<ul style="list-style-type: none"> • One supplier provides full solution — easier to manage • Outsourcing helps cash flow — no need to buy hardware • As technology changes (i.e. upgrades), simplifies customer's role — reduces risk and timescales • Service Level Agreements (SLAs) apply to infrastructure • One phone number to call; integrated with Support 	Total Care Gold plus <ul style="list-style-type: none"> • Enables you to outsource Lawson application hosting 	<ul style="list-style-type: none"> • Speeds user adoption cycle • Reduces travel expenses • Shortens course development time • Eliminates costly errors and rework • Delivers role-based content • Tests user understanding 	<ul style="list-style-type: none"> • Hands-on, instructor-led training at the convenience of the desktop • Live Lawson environment, data • Small group interaction • 10 - 30% lower cost versus standard delivery 	<ul style="list-style-type: none"> • Self-study courses at the convenience of the desktop • Train users on advanced features of current or new applications • Eliminates all travel-related expenses 	
Proof Points	8 customers Americas; 40+ customers in EMEA including Leitner Technologies NFU Mutual Lindapter International	7 customers Uniontown Hospital live	Over 40 customers worldwide Owensboro Medical (customer profile)	Trained 118 learners 96% rated their vLab experience as excellent/good	Over 400 Lawson customers • 80%+ renewal rates	

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