

Committed to Making You Stronger in 2010

Dear customers,
 Welcome to the year-end edition of the Lawson Asia Pacific customers Newsletter!
 With 2010 just around the corner, I'm pleased to share with you some exciting developments at Lawson that I'm confident will help make you stronger in the New Year. In October, we launched a new version of our customer web site MyLawson.com. Not only does this version include a completely new look with a redesigned structure, more content and reorganized content, it also includes new features such as site search, basic personalization, access to project information and the ability to connect with others. We've completed preparations for the rollout of MyLawson.com in Australia and New Zealand and we'll do likewise in Asia over the coming months.
 MyLawson.com makes working with us simpler by allowing you to keep all your Lawson information in one place. For example, you can find contact information for your customer account team, check your account balance (billing status) and sign up for training classes. Please contact your Lawson support manager to find out about this exciting new resource.
 Since the amalgamation of Lawson Asia and Lawson Australia/New Zealand, I have been steadily meeting up with customers in ANZ and will continue to meet as many customers and prospects as possible in the coming year. We also look forward to ramping up our business partnership recruitment drive in 2010.
 Lawson Software Asia-Pacific is also looking to recruit in areas such as sales and services across the region. If you know anyone who is looking for good career prospects with us, please do not hesitate to contact us.
 As always, we appreciate your business. Email me at david.hope@sg.lawson.com.



David Hope, GM and managing director, Lawson Software, Asia Pacific & Japan
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Customer Spotlight

Stuart Alexander Goes Live on Lawson M3 7.1

Solution to help distributor and marketing specialist of premium quality consumer goods across Australia and New Zealand tighten integration and improve efficiency across its supply chains



One of Lawson's long-standing existing customers, Stuart Alexander, a distributor and marketing specialist of a range of premium quality consumer goods across Australia and New Zealand, has gone live on the latest version of the Lawson ERP application, Lawson M3 7.1, which includes Lawson Smart Office.

Founded in 1884, Stuart Alexander is a privately-owned Australian company. With headquarters in Ultimo, Sydney, its product and brand portfolio contains some of the world's and Australia's best-known and most highly reputed names including Mentos, Guylian, Werther's, Fishermans Friend and Tabasco. With over 120 years' experience in the Australasian marketplace, Stuart Alexander has extensive expertise in marketing, sales and distribution and has regional offices throughout Australia



and New Zealand. "Our vision is to be consumers' first choice in Australasia, and as a brand marketer, we want to deliver the best brands the world has to offer. To compete in our market space, we need a robust ERP system to support this goal," said Garry Browne, CEO of Stuart Alexander. "We're very excited by the great opportunities that the new Lawson M3 7.1 solution will deliver. This includes enhanced functionality, tighter integration and improved user efficiency, as well as better alignment and control of the business overall."
 Stuart Alexander has been a Lawson customer since 1999 when it first implemented the Lawson ERP system. Since then, the company has conducted two upgrades to maintain optimal business performance. With the latest upgrade to the Lawson M3 7.1 solution,

several bespoke applications were replaced which the company had developed in conjunction with Lawson. With the go live completed on the new system, Stuart Alexander can now further simplify its business processes and achieve even greater efficiency within its supply chain.

Lawson M3 7.1 is the latest release (version 7.1) of the Lawson suite of software solutions made for companies that "make, move, or maintain" as their mission – typically manufacturing, distribution and maintenance companies. It underscores Lawson's commitment to develop and support distinct product lines to serve the unique needs and requirements of manufacturing and distribution sector companies like Stuart Alexander.

Lawson Smart Office (formerly Lawson Smart Client) is designed to help customers enhance user productivity with an ERP user interface that is both functional and fun to use. It will allow users at Stuart Alexander



to personalise their information workspace and bring together enterprise applications, business intelligence, desktop tools, and group collaboration – all in the context of the business task at hand.

"Stuart Alexander's decision to upgrade to Lawson M3 7.1 including Smart Office and implement Lawson M3 Collaborator is testament to our ability to deliver food distribution companies flexible and comprehensive solutions that provide a tight fit around business needs," said David Hope, general manager and regional managing director of Lawson Software, Asia Pacific. "The Lawson solution will help Stuart Alexander deliver a successful and sustainable business for the future. We look forward to continuing our work with the company to assist it in reaching new levels of performance and helping it to further improve its competitive edge." Visit Stuart Alexander at www.stuartalexander.com.au

What's New?

Lawson Silver Maintenance - Every Cloud Has a Silver Lining

Lawson is pleased to announce that under the new Lawson Silver Maintenance Program, which was announced last year, we have added the option for our Silver customers to have a dedicated support account manager.

We are confident that our Silver Maintenance Program is stronger than ever, following the recent appointment of Sheena Evatt-Wood as our new support account manager in the Asia-Pacific.

Let's face it, not all businesses are created equal. Some businesses operate at a different level from others. Their resources, capabilities, and expectations are unique. The demands they place on their systems are greater as well. These

same customers realize that implementing and running an advanced ERP system is a big undertaking, and when things go wrong, it is nice to know they have an extra inside layer of support to rely on.

In large and complex organizations, you may need dedicated resources to keep your systems productive. It also helps to have access to people with an intimate knowledge of what makes your software tick.

Lawson Silver Maintenance may be the best support option for your organization if:

- You desire a single-point of contact within support to act as a support liaison between your own teams and multiple Lawson teams.
- You have business-critical to mission-

critical system(s).

- You want access to senior-level support engineers.
- You desire a priority level of responsiveness from Lawson Global Support.
- You have global operations.

While the statement "every cloud has a silver lining" may be regarded by some as merely a simple idiom, it means a lot more to many of our Silver Maintenance customers.

If you want more information on the Lawson Silver Maintenance program, please contact your account executive or Henrik Laxmark, maintenance business manager, Lawson Asia-Pacific & Japan, at henrik.laxmark@sg.lawson.com



Sheena Evatt-Wood
 Support Account Manager
 Lawson, Asia-Pacific.



By Henrik Laxmark
 Maintenance Business Manager
 Lawson Asia-Pacific & Japan

Customer Spotlight

ColorPlus Goes Live with Lawson Fashion PLM

Lawson Fashion Product Lifecycle Management gives ColorPlus a competitive edge

ColorPlus, a premium Indian casual wear brand, has gone live with the Lawson Fashion Product Lifecycle Management (PLM) solution. Lawson Fashion PLM is a comprehensive product design and development tool for retailers and manufacturers of apparel and accessories. It is a



web-based suite of applications that facilitates the management of products, from design through production. With an increasingly competitive landscape and with future expansion opportunities in mind,

ColorPlus needed a more efficient and standardized product lifecycle management system.

ColorPlus Fashions Limited is a subsidiary of Raymond Apparel Limited and is one of the largest premium-category smart casual wear brands in India. ColorPlus embodies the core values of quality, innovation and sophistication with superior fabric, unique processes and styling. To complement these values, ColorPlus selected the Lawson Fashion PLM solution.

"We required a PLM system that would eliminate manual and ad-hoc systems, standardize processes and provide complete visibility in design and product development processes," said Ashesh Amin, advisor to Raymond Apparel that heads ColorPlus. "We chose Lawson and Ptex Solutions as our preferred technology partners because of their track record,

deep understanding of the apparel industry and comprehensive software solution for our business requirements," he added.

"ColorPlus is a fast-growing and dynamic company. We are pleased that they have selected Lawson and Ptex Solutions as their partners and are now able to drive product development process efficiencies after implementing Lawson Fashion PLM," said Shane Cumming, industry director for Fashion in Lawson Asia-Pacific & Japan.

Ptex Solutions, a Lawson channel partner, implemented the system at ColorPlus. The implementation process enabled ColorPlus to relook at its business processes, reduce leads time and improve controls leading to greater efficiencies. In addition, Lawson Fashion PLM enables more parallel activities to take during product development, easy accessibility to a central data repository and seamless sharing of important information across business functions. Automatically generated email notifications now keep users up to date on any modifications made to the styles, enabling them to provide instant

feedback to the relevant people, thus avoiding critical delays and shortening time to market.

Lawson Fashion PLM facilitates the generation of product Specification Packs for the production of different styles, which are available online to the internal team at ColorPlus and can be easily shared directly with external vendors. Earlier, ColorPlus developers spent a significant amount of time using a combination of Microsoft Excel and Corel Draw applications to develop and manage multiple versions of the product Specification Packs.

Lawson Fashion PLM is best-of-breed software that is pre-defined to speed up implementation in the apparel industry. This allows implementation within weeks rather than months or years and enables customers to start deriving benefits from the software much sooner.

The first phase of implementation went live in ColorPlus' Kidswear division. The company plans to expand the use of the system into its Women's Wear and Men's Wear business areas.

More information about ColorPlus is available on www.colorplusonline.com

Customer News

It's a Wrap: Australia and New Zealand Customer Events

In September, Lawson hosted its second round of customer events for 2009 in the Australia/New Zealand region. Four sessions were held across Sydney, Melbourne, Auckland and Christchurch and were designed to help customers discover how they can achieve business resilience and future growth goals.

Presentations were focused on providing practical support that can help make a difference right now to how customers can improve their bottom line. This included information on helping them better understand improvements which can be implemented quickly to provide a rapid return, as well as identify "quick wins" to free up cash in their businesses. Sessions also guided participants on ways of deriving more value from their Lawson M3 investment today with the aim of making their business stronger for

the recovery.

Highlights included an overview of the Value Improvement Program (VIP), Lawson's product roadmap, a presentation on identifying executive priorities when considering an upgrade, as well as the ease of upgrading to M3 7.1. Solution showcases were also delivered on M3 Analytics and Lawson M3 Sales and Marketing Automation.

We were also extremely grateful to have two customers present case studies on upgrading to M3 7.1. Bryan Moore, IT manager for Kathmandu took time out of his busy schedule to present at the Auckland and Christchurch events in New Zealand. While Ben Isley, IT operations manager for Stuart Alexander, was unable to physically present at the Sydney and Melbourne events in Australia due to work priorities with the company's go live, he



Christchurch, NZ (L-R): Tony Feaver, Lyttelton Port Company Asbjorn Aakjaer, Lawson Darrin Bain, Lyttelton Port Company Nigel Luff, Lyttelton Port Company

provided presentation content which was delivered by Lawson Professional Services project manager, George Zagaz. So, a big thank you again to both Bryan and Ben in helping make this a very informative and



Melbourne, AU (L-R): Chris Calleja, Lawrence & Hanson Group Tony Monteleone, Lawson Craig Smith, Ramset Fasteners Marcus Ryan, Lawrence & Hanson Group

well-received event.

The next round of ANZ customer events has been scheduled for early May 2010, so keep an eye out for an invitation coming your way early next year.

Executive Appointments

As part of Lawson's strategic vision in FY10 to align its organization structure according to key verticals, we recently announced the appointments of the following executives in November.

Colin Strang: Equipment Service Management & Rental (ESM&R)

Colin Strang has been appointed solution architect for the Equipment Service Management & Rental (ESM&R) industry in the Asia Pacific region.



Colin has worked with Lawson for over fifteen years. In addition to his new industry solution consultancy role, he will also provide regional internal support to help further develop

Lawson's competency level in the ESM&R vertical across the sales, solution design and consulting departments.

Email Colin at colin.strang@au.lawson.com

Leung Wai Yeung: Fashion

Leung Wai Yeung has been appointed industry solutions architect, Fashion, Lawson Asia-Pacific. In his new role, Leung will be tasked to support the sales team for Lawson's well-established fashion market solution business in Asia.



Leung has had more than seven years of experience working in Lawson's ERP solutions team since he joined the company in Hong Kong in 2002. In the four years prior to that, he worked

in the jewelry industry where he implemented various international projects in the Asia Pacific and in Europe.

Email Wai at wai.yeungleung@hk.lawson.com

Niklas Andersson: Food & Beverage (F&B)

Niklas Andersson has been appointed regional consultant, Food & Beverage, Lawson Asia. In

his new role, Niklas will be tasked to support the sales team for Lawson's food market solution business in Asia.

Niklas has more than 13 years of experience working in Lawson's ERP solutions

team when he first joined the company in Europe. He has spent most of his time working in the ASEAN region since 1998. After working more than a decade as a project consultant and project manager for a wide range of industries, he is now fully dedicated to Lawson's comprehensive range of system solutions for the food vertical businesses.

Email Niklas at niklas.andersson@sg.lawson.com



Ronnie Sabnani: Channels

Ronnie Sabnani has been appointed regional director, Channels, Lawson Asia Pacific & Japan. In this newly-created role,

Ronnie will be tasked with driving the growth and success of the Lawson channel partner ecosystem within Asia Pacific. A significant portion of Ronnie's time will be spent on establishing and promoting the expansion of business in the emerging markets.

Ronnie has over 15 years' experience in solution positioning, consulting and sales and marketing in the enterprise application industry. He has worked in both a start-up and established environment for the

local and global markets. Over the years, Ronnie has had regional exposure across the Asia-Pacific (including Japan) with success in securing complex and multi-faceted projects commonly encountered by both small and medium businesses and multinational corporations today.

Email Ronnie at ronnie.sabnani@sg.lawson.com



Industry Highlight

A Passion for Fashion

Lawson's US-based fashion industry strategy director, Robert (Bob) McKee, visited Australia and New Zealand at the end of October to speak to customers, prospective customers and the media about current global fashion trade trends and "defining the new normal" in preparation for the post-recession period.

Bob has more than 35 years' experience working with textile, apparel, footwear, home textiles and accessory companies and has held a variety of positions within the industry.

The world has changed in recent times with one-third of all fashion companies having switched ownership. Over 20,000 supply chain factories that support the fashion industry have gone out of business. Major retailers have decided that they would rather lose sales than be stuck with too much inventory.

Given this new landscape, Bob spoke to audiences about how they, as survivors, need to be prepared to work within a new environment and with new rules of engagement. Whether striving towards fast fashion or not, all fashion companies need a short time to market and greater agility/quick response to cope with demand trends and fluctuations in today's uncertain market.

In These Crazy Times: Strategies for the New Normal

According to Bob, "There is currently an accelerated rate of consolidation (a thinning of the herd has taken place) as cash poor, viable brands are being snapped up by anyone with cash (competitors and venture capital). This has led to an accelerated push into multichannel distribution emphasis and has sparked greater interest from fashion companies in finding ways to more easily distribute globally.



"Fashion companies also realise that they need more personal/direct involvement with their customers, thus greater customer intimacy seems to be taking hold. There is also enhanced commoditisation of conveniently packaged products. For instance, companies like Quiksilver have installed pool side vending machines for T-shirts and boardshorts (commoditise product – not brand). Strange partnerships are also popping up such as the one between Jimmy Choo with H&M. Trade agreements are also growing and coming under greater scrutiny.

Bob outlined how Lawson can help make fashion companies stronger for the recovery by utilising solutions such as Product Life Cycle Management (PLM), which links concept and execution with end-to-end processes ranging from creative design through to product development, to production and distribution, and to the retail channel and product phase out.

He also reminded audiences that the economy will turn and when it does, sooner rather than later, companies need an IT platform that supports growth.

More than a pre-configured solution, LawsonQuickStep for Fashion is a base for growth and continuous improvement.

One of the trends that Bob spoke about in the industry is an accelerated push into multichannel distribution as brands attempt to maintain or grow revenues. This has put an increasing emphasis on e-commerce and mobile commerce. "Currently, high street retail is struggling with this direction, yet they need to catch up as e-commerce is in rapid growth. The Lawson M3 e-Sales solution can help here," he said.

To find out more about Bob's passion for the fashion industry, please visit the Lawson Blogs section on www.lawson.com.

Industry Perspective

Lawson Enterprise Search – Find Lawson and Non-Lawson Data in Seconds

With Leung Wai Yeung, Regional Solutions Consultant, Lawson Asia-Pacific

Imagine the number of hours we spend searching for misplaced paperwork, cell phones, or keys. Of course, it always happens when we're in a hurry. If only these items would come when we call for them, we'd be on time!

Lawson understands that you face an even greater challenge: locating all relevant data quickly. You know the data exists somewhere in your system but you don't always know where to find it. For example:

- You need documents, policies, contracts, or purchasing records created by a former employee.
- You need to identify duplicate records after a merger or acquisition.
- You only have partial data available and you need the rest.
- You may be following a product recall and have to inactivate all items, purchase orders



and requisitions associated with this item.

- You need the item number of a product you want to re-order but you have only the package and not the item number.

You don't have hours, days, or weeks to navigate mountains of menus or forms, run

reports, and conduct database queries. Your business environment is too fast paced and competitive. When you need information, you need it now. If only you could search all of your system data to find what you need, like you do on the Internet.

Search Your Data, Instantly

Your solution is Lawson Enterprise Search an intuitive, simple-to-use search application for your Lawson and non-Lawson data. With the solution in place, you don't have to know where the data you seek resides.

Similar to popular Internet search engines, such as Google™, Lawson Enterprise Search is designed to help you search and find relevant information securely, and in seconds.

Email Wai at waiyuengleung@hk.lawson.com

What Customers Are Saying

"We required a PLM system that would eliminate manual and ad-hoc systems, standardize processes and provide complete visibility in design and product development processes. We chose Lawson and Ptex Solutions as our preferred technology partners because of their track record, deep understanding of the apparel industry and comprehensive software solution for our business requirements."

- Ashesh Amin, advisor to Raymond Apparel (ColorPlus)

"We're very excited by the great opportunities that the new Lawson M3 7.1 solution will deliver. This includes enhanced functionality, tighter integration and improved user efficiency, as well as better alignment and control of the business overall."

- Garry Browne, CEO, Stuart Alexander

"We need to be better positioned to manage our business for the current climate as well as future growth. The Lawson Value Assessment helped minimize Butler's potential risk related to this investment and demonstrated the potential business benefits we may see from this new platform."

- Twylah Blotsky, director of IT, Marketing and Six Sigma, Butler Machinery

"As an independent MRO organization, our primary objective is for the continued airworthiness of our customers' aircraft – and to do so profitably. We needed a system that would help us optimize the utilization of materials, tools and personnel. The Lawson system will help us forecast, plan and procure more efficiently and perform higher-quality maintenance operations."

- Andy Finch, general manager, ATC Lasham

"We chose the Lawson solution because we felt we needed to invest in a new business system tailored to the specific needs of the food and beverage industry. This will help provide tangible financial and operational benefits, while supporting continued development and growth for our organization."

- Mike Holdsworth, financial director, Reynolds

Lawson Asia-Pacific Users Association Conference 2010

Call for Papers Open Now!

The Lawson Users Association Conference 2010 is due to be held from 8-9 September 2010 at the Surfers Paradise Marriott Resort & Spa, Surfers Paradise, Queensland, Australia. The event is an opportunity for customers from the Asia Pacific region to come together to learn, as well as share ideas, opinions and experiences.

For customers interested in delivering a case study presentation at the event, the call for papers is now open. Proposals can be sent to Ruth Fisher at ruth@lua.org.au. Information will also soon appear on the new LUA website, www.luaapac.com where customers will also be able to register their attendance by purchasing tickets. Early bird discounts will apply.

Snapshots

Lawson FY2010 Software China User Conference About 25 customers and prospects in China joined Lawson team members in the beautiful city of Xiamen, China, on 19-21 November 2009. During the event, participants had the opportunity to hear success stories from Lawson customers Youngor and TAL. They also attended full-day presentations and mingled during a fun-filled barbeque dinner. The group was also treated to a tour of historical Xiamen locations and tasted regional specialties during a lunch hosted in a restaurant with roots in the Qing dynasty.



Lawson Asia-Pacific @ Equipment Service Management and Rental Roadshow 2009 – ASEAN, Australia & New Zealand, Greater China

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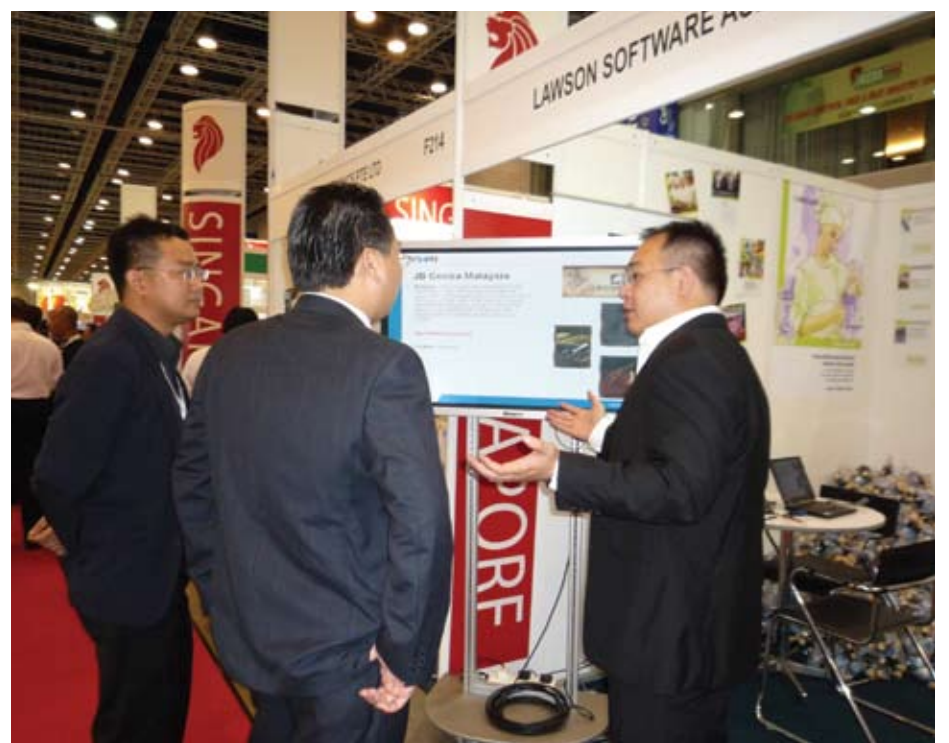
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For a complete office listing, please visit www.lawson.com
To see the full list of our business partners in the Asia Pacific, visit www.lawson.com.

Information concerning the Lawson product roadmap is provided in this newsletter. This information outlines the current Lawson product vision and is not a promise by Lawson to develop, deliver or market any specific product, functionality or service. Lawson reserves the right to change its future products or services offerings, including products referred to in this newsletter, at any time, without obligation to notify anyone of those changes.

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Lawson Asia-Pacific @ Livestock Asia 2009, Kuala Lumpur Malaysia



Events

For a complete list of upcoming Lawson-related events, please go to www.lawson.com.