

Lawson Is Committed To Delivering Value

Welcome to the June edition of Lawson Asia Pacific's newsletter!

April was a busy month for all of us at Lawson as we held the annual Lawson Conference and User Exchange (CUE) 2009 in San Diego. The event was a resounding success, and for the benefit of many of you who couldn't personally attend CUE, here are some highlights from the conference that I would like to share with you.

- **Lawson is delivering innovation with new solutions.**

We have redefined the enterprise application user interface with Lawson Smart Office and announced that the new release of Lawson Smart Office is now generally available. We are also redefining enterprise application search with the announcement of the general availability of Lawson Enterprise Search.

I would describe that what we've done with Lawson Smart Office is similar to what Apple did for design while what we've done with Lawson Enterprise Search is similar to what Google did for Internet search.

- **We are supporting our customers – delivering more value in challenging times.**

Our new maintenance support offerings feature greater choice for customers and we've also enhanced myLawson.com to simplify access

to everything Lawson and offers new functions. For our VIPs, we've extended maintenance for certain decommissioned products and offering maintenance with minimal-to-no-fee increases for up to three years. We're also offering software packages like Lawson Business Intelligence and Lawson System Foundation that provide benefits of Lawson's latest products at great prices.

- **We are keeping Lawson financially strong to make our customers stronger.**

On March 21, we announced our Q3 FY09 results, which showed that Lawson continues to effectively manage a challenging environment with strong margins and balance sheet.

- **We are deepening our industry focus to achieve our vision.**

Lawson continues to solidify its organizational alignment around key market opportunities. In this respect, we're dedicating greater resources to key industry teams.

In this issue, you will read about our customers, more new products from Lawson and industry perspectives. As always, we appreciate your business and welcome your feedback.

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David Hope, VP & Regional Managing Director Lawson Software, Asia Pacific & Japan

Customer Spotlight

General Milling Corporation Invests In Lawson M3



Leading Philippine-based food company upgrades large, integrated manufacturing operations with Lawson M3 applications

General Milling Corporation (GMC) has signed a contract to implement the Lawson M3 Enterprise Management System to help support the company's business and distribution operations.

GMC is among the largest integrated food companies in the Philippines. It has manufacturing and warehousing sites throughout the country to support flour milling, feed milling, sale of yeast and bakery products, soybean meal and other commodities trading, and consumer goods production.

GMC believes that a more powerful and manufacturing-oriented enterprise resource planning (ERP) system is a vital tool to help the company succeed and compete in a competitive and challenging

market. After a thorough evaluation of several ERP vendors, GMC selected the Lawson system.

"We needed a solution that provided a strong fit for our integrated manufacturing business," said George Young, president, GMC. "We chose Lawson based on its comprehensive business intelligence capabilities, expertise in the food industry and Lawson's rapid deployment model. No other vendor could offer all three capabilities."

The Lawson M3 Enterprise Management System provides a number of integrated business application suites that cover core and supporting business processes, including financial management, sales and distribution, procurement, manufacturing, business

intelligence, enterprise asset management and mobility.

"Challenged with managing complex integrated manufacturing systems and evolving consumer demand, the food industry needs business software that delivers meaningful visibility and actionable information," said David Hope, managing director and vice president for Lawson Asia Pacific. "We are pleased to have been selected by GMC as it is a well-known food company in the Philippines. Their decision to go with Lawson is yet another clear validation of the value Lawson delivers to the food industry."

More information about General Milling Corp is available at www.genmil.com.ph

What's New

Lawson Software Introduces the Latest Version of Lawson Smart Office

Innovative software user experience increases employee productivity through improved Microsoft Office integration and new features

At the Lawson Conference and User Exchange 2009, we announced the general availability of a new version of Lawson Smart Office. Lawson Smart Office is an innovative enterprise software user experience designed to help improve employee productivity by connecting business intelligence, applications, workflow, collaboration and Microsoft Office tools. More than 80 customers have licensed Lawson Smart Office since the first version was released during the 2008 Lawson CUE.

Lawson Smart Office 9.0.3 provides a more visual user experience with improved intuitive and graphical ways to view data to help support better decision-making. It provides users new levels of productivity with the flexibility to build enterprise mashups that integrate with external

applications such as Google maps and other web-based business tools. This updated version also enables greater personalization of a user's desktop specific to their daily tasks, as well as tighter Microsoft Office integration and improved ease of use. Building on the original version, Lawson Smart Office now offers more powerful editing features for Microsoft Excel and Lawson enterprise applications, which helps foster simpler use while improving the accuracy and timeliness of data.

Lawson Smart Office is an easy-to-use, user-driven application. Employees do not need to contact their company's information technology staff to help customize the application – it provides the user a familiar user interface that integrates with the tools employees use everyday. This employee

empowerment helps promote greater productivity, limits training costs and reduces a company's total cost of ownership (TCO).

"Lawson Smart Office 9.0.3 is another example of how we continue to make enterprise applications simpler and smarter through innovation," said Colin Clarson, regional solution consultant, Lawson Asia Pacific. "In the current economy, the nature of work has shifted and people are being asked to do more. Almost everyone needs to be able to get information from enterprise applications – not just the power users. Lawson Smart Office makes it easier for people to find the data they need to do their jobs."

More information about Lawson Smart Office is available online at www.lawson.com Email Colin at colin.clarson@au.lawson.com



Colin Clarson, Regional Solutions Consultant, Lawson Asia Pacific

Customer Spotlight

ITC Lifestyle Transforms Business With Lawson Fashion

Lawson Fashion solution helps leading India-based fashion player improve supply chain visibility and order fulfillment

One of India's leading fashion players, ITC's Lifestyle Retailing Business Division (LRBD), has become Lawson technology enabled, in order to become a truly customer-centric organization. LRBD straddles both the premium and midmarket segments with its Wills Lifestyle and John Players brands, and it spread across India with over 50 Wills Lifestyle stores, and more than 250 John Players exclusive business outlets.

The group has a market capitalization of USD 18 billion, and a turnover of USD 4.75 billion. It employs 21,000 people in 60 locations throughout India.

"We operate in a very seasonal market with a large number of product variations," says Prabir Sengupta, the vice president of IT and finance at ITC Lifestyle. "We design and produce many new products that are relevant only for a limited period... supply chain visibility and fast reaction times are

crucial," he adds.

The Lawson solution was implemented as a 'mission critical' system. "We have, as a result, transformed the way we run the business," remarks Sengupta. The company now has total visibility at every detailed stage from concept design to in-store purchase.

"Without the integrated systems and processes we wouldn't be able to handle the variations and volumes so effectively," remarks Sengupta. "Lawson processes and technology have enabled us to create a clear competitive information advantage. We have the analytics to give us instant visibility of our status in all parts of the business and the supply chain."

Before the implementation of the Lawson solution, Sengupta explains that their organization was "flying blind." Previously when stores and customers

placed an order with the warehouse it could take days to complete, and fulfillment ratios varied between 50 and 60 percent.

"Supply chain reaction time and order fulfillment ratios have improved dramatically," confirms Sengupta. "Now, the supply chain is seamless and virtually 'just-in-time. Order fulfillment is upwards of 95 percent and improving."

Sales assistants at each Wills Lifestyle store have 100 percent inventory visibility. If a particular garment size is not available at the store but is available in the system it is located almost instantaneously and made available to the customer," notes Sengupta. "This capability to capture 'lost' store sales has led to a sales increase of around ten percent," Sengupta states.

As a result, "We are growing at a rate significantly higher than the industry standard. We are only able to do this because



we have created end-to-end transparency at every point in the supply chain," says O P Bansal, the division chief information officer at Wills Lifestyle.

"Lawson Fashion Lawson Product Lifecycle Management has made us considerably more efficient," says Bansal. "We used to work with spreadsheets and cards and it resulted in valuable time being used for administrative rather than creative purposes," he adds.

The implementation was carried out across the whole of ITC Lifestyle in just nine months by Symphony Services, a Lawson partner. "Symphony clearly understood our needs," says Bansal. "The close working relationship between us was one of the main reasons our users quickly realized the benefits of the Lawson system," he adds.

More information about ITC Lifestyle is available at www.itcportal.com

Industry Perspective

Business Bad? Managing Risk Doesn't Mean Avoiding it Altogether

With Haqueeqat Singh, Regional Solutions Consultant, Lawson Asia



Remember those boom times when you were too busy making money to look at your processes and deploy new technology. You weren't making as much as you potentially could, but margins were positive, the infrastructure was stretched and everyone was working flat out. It felt good.

The current economic climate is very different. The US economy has been slowing and inflation reached a 17-year high with soaring fuel and food prices. The UK economy ground to a standstill between April and June 2008.

In all this doom and gloom, US second quarter growth actually exceeded expectations at an annualized rate of 3.3 percent due to increased consumer spending and net exports. While this is probably not the end of the slowdown, a recession does not last forever.

Customers are tightening their belts. Sales revenues are slowing, margins are getting squeezed, and inventory is stagnating in the warehouse. The immediate reaction is to stop projects and postpone capital investments. But is this really the right thing to do or a knee jerk reaction?

Perhaps the correct question in these tough times is 'can you afford not to invest?'

Likewise, manufacturers and distributors should think about the opportunities the current economic slowdown offers. This may be the first time in the past five years that the normally resource-constrained organization has had any slack to cope with a major improvement or technology project. Manufacturers may be in a situation where they need operational cost savings more than before as margins are shrinking. There is no magic solution to driving costs

down, they need to take tough decisions and invest in cost reduction to get a return.

Smart companies will use this crisis to get leaner and stronger. They'll deploy flexible information and business process platforms. Companies that will emerge as the strong ones will have simplified their systems so that employees get the information they need to act quickly.

What do you need to do?

What manufacturers really need is to identify some low hanging fruit, improvement projects that can provide a rapid and significant payback.

Whatever the situation, they need to focus on improving efficiency and how to grow their business as the market recovers. One of the fundamental steps they need to take is to automate their processes to drive down operational costs. This involves deploying best practice processes and supporting these with the right business application to improve efficiencies and cut costs.

A number of software companies offer to assist in evaluating the business case for

a project. Lawson Software offers a service that uses a unique tool, Opportunity Analyzer, to help manufacturers map, target and plan improvement projects.

By working with their management team over a very short period of time, manufacturers can deliver a quantified and ranked list of opportunities so that they know exactly what economic effect each process improvement can bring. This provides you with a sound basis and strategy for decision making. Companies such as Toyota Material Handling Europe and IKEA Components have successfully used the tool to evaluate their businesses.

A few small percentage improvements that reduce operational costs can quickly aggregate up to a major difference in bottom line performance, both in the short term and as business starts to grow again. Some companies that have deployed integrated enterprise resource planning (ERP) systems report improvements such as a 20 percent reduction in operational costs and a 25 percent reduction in working capital tied up in inventory.

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Save Money and Time with new Lawson Online Learning Suites!

At the Conference and User Exchange (CUE) event in April, we launched the new Lawson Online Learning Suites. This online, interactive training platform helps address the needs of multiple audiences within a typical Lawson implementation – from executives to administrators to users.

In the end, it helps them learn what they need more cost-effectively. The Lawson Online Learning Suites include new learning content designed around the various ways that people learn best. Courses are delivered directly at the desktop, which helps keep costs down and reduces training-related travel – at the same time helping customers get the most from their Lawson

investment.

The Lawson Online Learning Suites include multiple collections, each offering different content and a different way to learn such as OnDemand Collection, Simulation Collection. These collections address the key needs of Lawson users within an organization:

- OnDemand Collection – Self-paced courses that address the most popular Lawson applications. These provide a solid conceptual foundation for anyone who needs to understand Lawson within an organization.
- Simulation Collection – Step-by-step realistic simulations of common Lawson

processes. These help provide a risk-free environment for people to practice using Lawson in a realistic setting, using realistic data.

"Our new Online Learning Suites help make our customers stronger by improving the overall learning experience while reducing the cost of getting people up-to-speed on Lawson," said Alan Hupp, vice president of Lawson Learning. "Our learning sessions are delivered directly at the user's desktop, allowing them to experience the training programs at their convenience – at work, at home or on the road. This can help reduce – or even eliminate – costly travel associated with employee training. Best of

all, the quality of the training is exceptional, because our programs are designed around the way people want, and need, to learn."

Learning modules for Lawson Online Learning Suites are available for Lawson M3 applications geared around target industries, including fashion, food and beverage, general manufacturing and distribution.

For more information regarding the Lawson Online Learning Suites, visit www.lawson.com/virtualCUE and click on the product news category. Lawson provides a product overview and demonstration of some key elements of the Online Learning Suites.

A Customer Success Story

Legendary Bush Outfitter R.M.Williams and Lawson

R.M.Williams has been committed to providing customers with authentic and high quality footwear, apparel and accessories since 1932 when its founder, Reginald Murray Williams, started making boots, clothing and pack-saddles for fellow stockmen in South Australia's remote Gammon Ranges. Today, the Australian-owned bush fashion icon produces an impressive array of boots, clothing and accessories from its factory in Salisbury, South Australia. Goods are sold to customers through stockists and retail outlets across Australia, the UK, the US, Europe, South Africa, Japan, Canada and New Zealand.

Why Lawson?

Lawson has had a partnership with R.M.Williams since 1999 when the company initially decided to upgrade its existing ERP system to become Y2K compliant. Lawson M3 for Fashion was chosen as it allowed the company to deal with this, as well as the additional challenges of coping with rapid expansion, the introduction of new

product lines, and the need for enterprise-wide integration.

The Implementation

In addition to Lawson Business Intelligence, R.M.Williams has implemented a comprehensive range of Lawson solutions including Lawson Supply Chain Planning, Lawson Supply

Chain Execution, Lawson Procurement, Lawson Manufacturing Operations, Lawson Customer Order Processing, Lawson Finance Management, and Lawson Business Performance Warehouse. The system is used by over 100 users across the enterprise. Read the full customer profile at www.lawson.com



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Lawson User Group Expands into Asia Pacific



The Lawson Users Association (LUA) is pleased to announce its expansion into the Asia Pacific region to encourage information exchange between its members across Australia,

New Zealand, India, Malaysia, Singapore, Indonesia, Philippines, Hong Kong, Mainland China, Japan and Thailand.

The organisation was originally established in Australia and New Zealand in 1999. However, following the amalgamation of Lawson Australia and New Zealand with Lawson Asia at the end of 2008, a decision was made to expand the reach of the association to cover the whole Asia Pacific region.

LUA is an independent, non-profit organisation that looks after the interest of its members by providing opportunities to network with other users of Lawson M3 solutions.

For a small annual subscription, any company in the APAC region with a Lawson M3 software license is eligible to join LUA. More details will follow. LUA membership also provides reduced rates for the bi-annual Lawson User Association Conference, which is due to be held next in September 2010 on the Gold Coast in Australia's 'sunshine' state, Queensland.

You can also join the Lawson User Association (LUA) Group via LinkedIn. Please go to www.linkedin.com and search for the group.

Fisher to lead Lawson User Group in APAC

Ruth Fisher has been appointed general manager of the Lawson Users Association (LUA) where she will focus on expanding the membership base throughout the APAC region.



Based in New Zealand, Ruth was most recently general manager of corporate services for Longbeach Holdings, a Christchurch-based apparel manufacturing company. Whilst in this position from September 1999 to 31 March 2009, she was responsible for the initial selection and deployment of the Lawson M3 for Fashion solution in 2003, and consequence upgrade to M3 7.1 in 2008.

Ruth has been involved with the LUA since 2006 when she was elected New Zealand representative. In 2007 she was elected chairperson at the association's annual general meeting. As a result, many customers in Australia and New Zealand have already met Ruth at LUA meetings, or at a previous user group conference.

In her new role as LUA general manager, Ruth will be responsible for ensuring Lawson hears users' views. She will also organise regular events around the Asia Pacific region, as well as publish a regular newsletter. Additionally, Ruth will maintain the user group database, manage the organisation of branch meetings and coordinate the bi-annual Lawson User Association Conference.

In addition to her LUA duties, which is a part-time role, Ruth will also continue working for her own business, Dot Dash Consulting, which provides a range of business, IT and human resource management services.

Ruth can be reached on +64 3 960 2088 or email ruth@lua.org.au. Alternatively, she can be contacted through the LUA group she recently set up on professional networking site www.Linkedin.com.

New Appointments For Lawson's ASEAN Sales Team



Lawson would also like to extend a warm welcome to Caroline Law and Jeremy Tan as its new account executives in ASEAN.

In her new role, Caroline Law will focus on the installed base for Singapore customers as well as drive business for Lawson's ASEAN fashion vertical.

Caroline is armed with over 10 years of ERP sales experience in the mid-marketplace as well as five years of systems consultancy experience. Email Caroline at caroline.law@sg.lawson.com



Jeremy Tan will be responsible for focusing and driving Lawson's ASEAN food vertical business. His experience in the food industry was honed during his many years working for prominent Asian food company Prima Food. He has been involved in systems evaluation to project implementations of over 12 companies across multiple locations and verticals.

Email Jeremy at jeremy.tan@sg.lawson.com

What Customers Are Saying

"The Lawson solution has allowed R.M.Williams to instigate lean manufacturing principles throughout the organization. Rather than adhering to the traditional way of making large batches of shirts 500 at a time and then distributing them for sale, it is now able to align production more closely to demand by manufacturing in smaller batch sizes."

- Peter Cosh, general manager of finance and administration, R.M.Williams

"We chose Lawson based on its comprehensive business intelligence capabilities, expertise in the food industry and Lawson's rapid deployment model. No other vendor could offer all three capabilities,"

- George Young, president, General Milling Corporation (Philippines)

"Without the integrated systems and processes we wouldn't be able to handle the variations and volumes so effectively. Lawson processes and technology have enabled us to create a clear competitive information advantage. We have the analytics to give us instant visibility of our status in all parts of the business and the supply chain."

- Prabir Sengupta, vice president of IT and finance, ITC Lifestyle

"Wheeler has aggressive market share and growth goals. To help us achieve these goals, we need one, reliable IT solution that is easy to use, tightly connected with Caterpillar, and meets our business requirements and customer needs."

- Rob Campbell, president of Wheeler, a recent Lawson customer

"Ultimately, the key business driver behind our decision to implement the Lawson M3 solution was the need to have an integrated solution to improve supply chain management and procurement, and to achieve better results in stock turn."

- Paul Schnell, chief financial officer, Sheppard Industries Group.

Executive Appointments

Axel van der Smagt Heads Lawson ANZ Professional Services Division



Last month, Lawson Software welcomed Axel van der Smagt as its new Director of Professional Services across Australia and New Zealand. In his new role, Axel will focus on expanding the Lawson Professional Services division by delivering rapid and predictable software implementation services to customers.

Prior to this appointment, Axel was director of partner engagement for Lawson where he was responsible for selecting and training partner organisations across ANZ for the purposes of extending the company's market reach.

Axel has over 20 years of enterprise software industry experience. In his new role based in Sydney, Axel will report directly to Trygve Slette, Lawson Services Director for Asia Pacific & Japan. He will be responsible for the provision of services to Lawson customers in ANZ in industries including manufacturing and distribution, equipment service management and rental, food and fashion.

Email Axel at axel.van.der.smagt@au.lawson.com

Snapshots



Lawson @ Prime Source Forum 2009, Hong Kong

► **Bob McKee**, Lawson's fashion guru, speaking at the event.



Lawson @ JP Morgan Chase Corporate Challenge 2009, Singapore



Lawson @ Fast Fashion Demands PLM Seminar, Melbourne, Auckland, Sydney 2009



Lawson @ 5th CCFA (China Chain Store and Franchise Association) Food Safety Conference 2009, Beijing

Lawson @ M3 Value Day Breakfast Seminar – Auckland, Christchurch, Melbourne, Sydney 2009



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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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Events

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