



Enterprise Asset Management **Calculate Your Return on Investment**

with Lawson Opportunity Analyzer

Are you in the process of selecting an enterprise asset management (EAM) system and need help in calculating the project's return on investment? Lawson Opportunity Analyzer (OA) can help you to set practical business performance targets and identify, in advance, potential financial and non-financial gains.

Eliminate the Guesswork

During the process of selecting a new or replacement maintenance management solution for a medium to large organization, it is your responsibility to clearly define, in monetary terms, the return on investment (ROI) that this solution will bring to the business. You need to present a solid case based on your company's unique situation to the management team and not generic ROI values based on those achieved in other companies' projects.

You want to be confident that your management team will accept your ROI case.

If these requirements describe your demands, then Lawson Opportunity Analyzer is the answer.

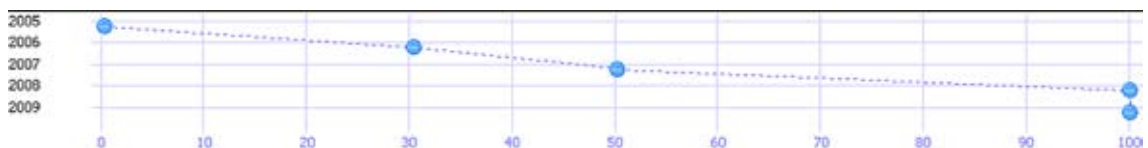
Prepare an Indisputable ROI Case

ARC analysts Steve Banker and Simon Bragg have described Lawson Opportunity Analyzer as "exciting, and the best-executed software application in any product category we have seen this year."

(Source: ARCwire, week ending May 21, 2004)

Lawson strongly believes there must be a real and undeniable case for implementing an enterprise asset management solution. We believe that only when this case is made will organizations be truly focused on an implementation that will give real and long-lasting business benefits. Many managers know that an EAM solution can provide significant benefits for their organization, but when faced with the challenge of proving it, they fail to make a convincing case.

Lawson Opportunity Analyzer is designed to help build this case, based on information from within your own organization. Lawson Opportunity Analyzer will provide you with an ROI monetary value, a list of prioritized processes to achieve that return, as well as a list of key performance indicators (KPIs) to monitor its success. Lawson Opportunity Analyzer is designed to identify where maximum benefits can be achieved at the earliest possible time.



Lawson Opportunity Analyzer with time-phased benefit calculations and graphs

Calculate Profitability

Opportunity analysis helps you decide which processes within your EAM implementation will have the maximum impact on the bottom-line profitability of your organization. It enables management to:

- Select operating target areas relevant to achieving each strategic objective;
- Select and target KPIs that support the strategic objectives;
- Identify best practices that support the targeted KPIs.

Powered by Lawson Opportunity Analyzer, there are three stages in calculating a return on investment—map, target and plan.

Map: The value base (expressed in monetary terms) is defined and divided into high-level target matrices such as customer markets, cost structures, business processes and working capital.

Target: This stage identifies the most promising target areas from the targeting matrices and covers the most important KPIs (suggested by the Lawson Opportunity Analyzer tool). Lawson Opportunity Analyzer allows you to define your ambition levels for those KPIs. Some you may approach aggressively and others more conservatively. The resulting profitability is calculated for each opportunity and Lawson Opportunity Analyzer suggests the best EAM practices to implement to support the improvement process.

Plan: At the planning stage, you prioritize the best practice processes and rank the opportunities to assess how each opportunity affects the business benefit

Lawson Opportunity Analyzer with built-in KPIs and best practices

areas of increased gross profit, lower costs and working capital. Lawson Opportunity Analyzer calculates the profitability of the project based on net present value, internal rate of return and payback time.

Capitalize on Opportunities and Solve Your ROI Challenge

Lawson is confident that our opportunity analyzer solution can help you build a solid case and justify the benefits of your enterprise asset management project.

Don't let your important EAM project be sidelined because of an inadequate ROI case.

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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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