



Lawson Partner Network

– Driving Success Together

The Lawson Partner Network (LPN) is the group of companies around the world that are business partners with Lawson. In exchange for commitments and contributions which help develop the overall market for Lawson software, our partners gain a stronger position in their markets via preferred access to technology, relationships, and market opportunities. Lawson customers benefit from Lawson Partner Network member firms' certified capabilities and unique ability to maximize the value of the Lawson software investment.

Partners play an important role in Lawson's growth strategy. Lawson serves a clearly defined set of industry markets in which we collaborate with influential software and services firms. Lawson also has a clear focus on providing the best application solutions, which means we partner to deliver the platform technology that runs our applications. Lastly, Lawson chooses to establish partnerships in certain markets best serviced by local channel partners with relevant industry expertise. This is especially important in developing economies, where a local presence is critical.

Lawson partners have the advantage over partners of Oracle, SAP, or Microsoft – mainly because Lawson's approach allows differentiation. We don't sign up thousands of partners – but we have high expectations of those we choose. We are entirely committed to building and maintaining long-term, trust-based relationships with partners that enable Lawson to achieve market success. With partners on every continent delivering world-class solutions to our customers, Lawson knows what it takes to be successful. Through partnering with Lawson, you tap into a range of resources and business opportunities only made possible by our joint collaboration.

Lawson is constantly evaluating its partnerships in light of significant new growth opportunities made possible by acquisitions, market changes, and our own organic growth. The most attractive new partners for Lawson are companies that bring unique market capability, an excellent track record with customers, and a commitment to grow their business. If this sounds like your company, we'd love to meet with you.

Lawson Partner Ecosystem – Sharing the Vision

So what type of companies are members of the Lawson Partner Network? First and foremost, they are high performance companies that add value to, contribute to, and support the Lawson vision. We have four main program areas to enable mutually beneficial relationships with software, technology, services, and channel partners.

• Service Partners

- These influential system integrators are committed to expanding the market for Lawson software by working with Lawson in a target industry – building a line of business proficient at delivering Lawson-based solutions.
- These subcontractors with a high level of Lawson professional services expertise work with Lawson as project consultants.

• Channel Partners

- These resellers cover market segments Lawson chooses not to sell to directly within countries which also have a direct Lawson presence.
- These partners act as a self-sufficient Lawson “branch” which develops the business in regions that Lawson does not serve with direct operations.

• Software Partners

- These software providers' best-of-breed applications complement and integrate with Lawson's business solutions to offer leading-edge applications addressing vertical and functional market needs. They provide complete software solutions that extend and add value to the overall Lawson solution.

• Technology Partners

- These are industry-leading companies that offer platform and hardware technology solutions. Through these alliances, Lawson offers solutions that lower our customers' total cost of ownership, increase customer ROI and maximize the performance of Lawson products.



Our Commitment to Lawson Partners

Lawson partners now play a key role in our global corporate strategy. That's why we are investing in infrastructure to support our partners. Working together, we can take our businesses to new heights and provide our customers with increased levels of satisfaction.

We continually strive to be a company that delivers on our promises. Our commitment to you:

- World-class "Lawson Partner Network" programs – Lawson continues to invest in and develop the partner ecosystem, demonstrating best-practice partner management, while working for mutual benefit.
- Strong business relationship – Working together in the true sense of the word "partnership" in an open and honest environment, our aim is to make Lawson an easy company to do business with.
- Training and certification – Lawson delivers world-class training and certification programs to meet partner requirements.
- Communication – Lawson aims for regular, valued and interactive communication with our partners.
- Partner support – Lawson provides partner management resources to manage and optimize the partner relationship.
- Marketing enablement – We equip our partners with exclusive marketing tools and sales relationships to assist with their go-to-market strategies.



Enabling You for Success – Exclusive Access

Our partners have achieved significant success through their association with Lawson, reaping a whole range of business benefits—from increased profitability and market share to greater market profile and access to target customers.

When you become a member of the Lawson Partner Network, we give you exclusive access to information to help you improve your business opportunities. This includes access to our Lawson Partner Network Portal which provides:

- Sales brochures
- Product brochures
- Industry information
- Marketing campaigns
- Power Point sales slides
- Case studies/references
- Recorded webcasts
- Telemarketing scripts
- Competitive positioning
- Customer videos

We also provide partners with access to the Lawson Print on Demand (PoD) Service. Partners will be able to access, download, print and translate our high-resolution, print-ready marketing materials, enabling them to quickly roll out localized marketing campaigns.

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Recognition – Lawson Partner Platinum Club

We believe it is important to give our top-performing partners the recognition they deserve. That's why we are introducing the Lawson "Partner Platinum Club." Since we are a public software company, delivering on the license revenue numbers must be the primary benchmark. However, we also want to reward excellent service, outstanding creative work on campaigns, and strong local relationships because these too are important performance indicators.

The measurement timescale will be from September 1 to August 31 in any given year. Categories are as follows:

- **Partner of the Year** – the partner that delivers the largest license revenue contribution to Lawson over the year. We will have one winner for EMEA, the Americas, and Asia-Pacific.
- **Best Newcomer** – the partner that distinguishes itself in the 12 months following the signing of its reseller agreement. License revenue is part of the equation, but so are execution factors such as launch of new offerings (localization or industry solutions), pipeline development, and market awareness.
- **Simpler is Better** – a special award this year to any partner who sells, delivers and develops a public case with Lawson for a QuickStep solution.
- **Product Partner of the Year** – the award given to the software or technology partner that has most positively impacted Lawson's product and customers, measured by revenue contribution, customer satisfaction and product innovation.

In addition to an award which is at the discretion of Lawson, the awards will include:

- Approval for the partner to create a news release on the achievement
- Use of the "Platinum Partner Club" logo for the rest of the year
- Discounts on training
- Discounts on registration for Conference and User Exchange (CUE)
- A crystal glass award
- A formal letter from the CEO congratulating the partner on its achievement
- Recognition on the Lawson web site and Partner Community Portal

Become a Lawson Partner

If you think you have what it takes to be a Lawson partner and would like to grow along with Lawson, we would be delighted to hear from you.

