

Contact Lawson F&B Business Unit

Welcome to this edition of Lawson F&B News. If you have any queries or would like any further information on any of these features, or indeed any matters relating to Lawson, please do not hesitate to contact your Account Manager who will be happy to assist you.

[Contact Us](#)



Lawson InterACTIVE – M3 Webinars for customers

Lawson InterACTIVE simplifies the process of signing up and attending webinars for M3 customers in Europe. Available in English, German, French and Swedish, the webinars are 30 minutes and covers new products, solutions and services.

You want to know more, visit <http://interactive.lawson.com>.

On behalf of everyone at Lawson, I would like to wish you a very happy, successful and prosperous 2010.

During the last six months Lawson as a company has consciously focused on specific industry based Business Units. The Food and Beverage Business Unit was one of ten new Business Units in Lawson. Each Business Unit serves customers with similar needs. By organizing around your specific needs, we believe we are now starting to deliver a superior customer experience. After all, ten small "companies" can get closer to our customers than one large company. Already, we have implemented a number of new initiatives designed to improve the quality, relevance and delivery of the solutions we provide.

We're communicating better

We set up the Food and Beverage Customer Advisory Council, created to give Lawson customers' direct access to the Lawson Food and Beverage management team, in addition to your relationship with your account manager. This means you can directly influence our strategic policy in accordance with your needs, telling us about the things that matter to you.

Our regular e-mail newsletters deliver our latest product details, services and useful events straight to your inbox in a convenient format.

The new interactive webinar program enables you to participate in sessions designed to demonstrate the ways in which Lawson software solves specific industry issues, giving working examples of challenges faced and overcome, thanks to Lawson software solutions.

I personally have enjoyed and benefitted from meeting many of you at our European 'What's Next' events held in Sweden, Germany, the UK and France where I was able to hear one-to-one feedback on how we can continue to serve you.

The upcoming Lawson CUE event in San Antonio, Texas April 25-28 will enable me to catch up with many of you again as well as meet more customers. I'm sure it will be an equally rewarding experience.

We're more focused on your specific needs

By concentrating on the food and beverage sector, Lawson consultants have a greater understanding and more detailed appreciation of the latest issues affecting the industry and use this knowledge to influence the solutions we provide.

One example of this is our M3 VIP program, which has proven very valuable to customers who have both upgraded their software and bought additional product modules for their needs. This has demonstrated the faith they have in our focus on the industry and also shows our commitment to refining and creating solutions that address the issues you face every day.

We're committed to being even better

As we start 2010, I can promise you that the Lawson team is on hand to respond to your every need. We're here to pass on our experience and in depth knowledge to your business and have the solutions proven in your marketplace that can help simplify your day-to-day business processes.

We are alert to legislative changes and their implications on your systems and we are working more closely with you than ever – listening, thinking, innovating and responding.

Please do not hesitate to contact me directly or talk to your account manager for assistance. We look forward to the coming year and the continuation of our partnership.

Yours sincerely,

Keith Ricketts
Industry Marketing Director
Lawson Food and Beverage