

# LAWSON™

November 2009

## Contact Lawson F&B

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



## Food Engineering Webinar – Overcoming Scheduling Issues

We'd like to invite you to the latest Food Engineering webinar which focuses on how food and beverage companies overcome scheduling issues. The webinar will be held on Thursday, February 4, 2010: 12:00 – 1:00 p.m. EST. For more information, [follow this link](#).

## 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>.

## Lawson Learning vLabs

When it's time for class, simply open your web browser and sign in. In today's challenging economy, organizations still need to train their employees but cannot afford extensive travel costs. vLabs are just like being in the classroom - only easier. Visit <http://vlab.lawson.com> to learn more.

## New Food & Beverage Blog Launched

Olin Thompson is industry strategy director for food & beverage at Lawson. Olin has 30 years experience working with food and beverage companies in all categories. Recognized for his creativity, innovation and award-winning communications skills, Olin writes and speaks frequently on the impact of technology on the food industry. We are pleased to launch [Olin's Blog](#) where he will share his insight and commentary on the latest trends and hot topics in the food and beverage industry. [Read Olin's Blog here](#).

## Milko Live on Lawson M3 7.1 Applications

Milko, one of Sweden's largest dairies, has gone live on the latest Lawson M3 7.1 applications. Milko's deployment includes Lawson Smart Client, a desktop personalization technology which allows the software user to personalize their own workspace. Milko is running the Lawson solution in five locations across Sweden to support its finance, procurement, planning and supply chain management processes. [Read More](#).

## Lawson – Delivering Value with Low TCO

In a recently published Axis Analyst Insight, the Aberdeen Group reports that: "The average cost per user of a Lawson ERP implementation rivals the per user cost of much larger installations and Lawson midsize companies pay the lowest cost per user of all."

You can read what Aberdeen had to say about Lawson here: [The Aberdeen Group "Lawson: Delivering Value with Low TCO"](#). You can also view the annual benchmark report here: [The Aberdeen Group "ERP in Manufacturing 2009"](#).

*Please note that a brief registration is required.*



## What Happened at What's Next?

Our European customer event went on tour in September and October to four locations across Europe. The theme for the event was What Now? and the presentations and workshops focused on how Lawson can make a difference for your company today.



On [this page](#) you'll find links to the initiatives, programs and tools that we introduced and talked about during the day. Initiatives like the Value Improvement Program (VIP), which is designed to help you get more value from your Lawson investment right now.

[Click here](#) to find out how your company can benefit from VIP, Enterprise Search, M3 Analytics, Opportunity Analyzer, and more.

If you missed the event, you can also view the [main stage presentations](#) for an update on company strategy, our recent verticalization, product development, and support and services.

## Lawson M3 Enterprise Search (LES)

Lawson M3 Enterprise Search (LES) is a deeply integrated, intuitive, simple-to-use search application for Lawson and non-Lawson data to help you search and find relevant information securely and fast. LES provides an entry point into the Lawson ecosystem by producing search results from Lawson ERP as well as user's desktops that they can act upon.

Using a separate and dedicated search engine LES is the single solution to transform how you use your existing Lawson M3 applications without affecting performance.

## Customer Experience Survey

Our mission is to make our customers stronger so we are listening carefully to your feedback



and putting actions in place to respond to your suggestions.

We have made a significant effort to contact all customers who gave feedback to discuss ideas further but thought it would still be worthwhile to give you an overall view of what we heard and what we plan to do as a follow-up. In summary, you were most positive about our products and least positive about our professional services. The most widely suggested improvements were as follows:



- Improvements in Customer Service
- Improvements in the product and industry knowledge of our professional services teams
- Easier input into product enhancements

We will be communicating the results of actions we are taking in our regular newsletters. Our efforts to make improvements based on this feedback are being led by our Chief Customer Officer, Peter Quinn. If you'd like to contact him directly to discuss your feedback, you can contact him at [peter.quinn@lawson.com](mailto:peter.quinn@lawson.com).

Because this survey provides you such a simple and effective way to give us direct feedback, we will run it twice every year. The next short survey is planned for November 30th to December 11th, so please look out for it and invest a few minutes to respond, we are listening to all your suggestions.

---

## MyLawson.com – Your invitation to join

MyLawson.com, your new customer site is ready and available for you to use today. It promises a much simpler and easier way of communicating with Lawson and is free of charge to ALL customers with a current maintenance agreement.

All you need to do is to [complete an on-line form](#) to assign a Customer Administrator and you will then have access to all your Lawson information in one place. MyLawson.com gives you:



- A single point of access to Lawson's support systems and knowledge databases
- A complete record of all your Lawson products, versions, account balances and more
- Contact details for all your Lawson team
- Control over access privileges for your own Lawson team

Once you complete the form, we will activate the account for you. In the near future MyLawson.com will become the only way to access Lawson's support systems, so I do advise that you get connected as soon as possible. [Click here to find out more about MyLawson.com](#).

---

## Lawson Mobility - Times Change, Will You?

Technology keeps developing, no matter what. To increase productivity, competitiveness and cut costs, you need to keep up. Sign up for Lawson Mobility webinars that will introduce you to simpler, cheaper and smarter ways to increase productivity. It's Time to Simplify! [Click here to watch the video](#).

---

[Click here if you wish to unsubscribe from future Lawson email communications](#)