

LAWSON™



# Lawson Distribution

Your Platform for Growth

## General Binding Corporation (GBC)

GBC, a leading manufacturer and distributor of products that bind, laminate and display information, uses Lawson M3 Distribution. “By using M3 it is now possible to measure the results and improve our performance on a consistent basis,” explains Thomas Stenebring, president of GBC Europe. “Our planning is borderless and our financial reporting is consolidated all the way up the chain. We wouldn’t be able to do this without M3—our plans simply wouldn’t function without it.”

## It’s All About Growth

If you are in distribution, you’re probably thinking about growth. About your strategy for growth and about how to maintain the levels of growth the distribution sector has been enjoying over the last five years. The challenge, however, is to ensure that your growth is sustained and healthy.

At Lawson we create solutions designed to facilitate just that – sustained, healthy growth. Our goal is to provide you with a solid, flexible platform for growing your company.

## The Lawson Distribution Solution

Lawson Distribution is an integrated business system that has been built specifically for distribution companies. It gives you the tools you need to manage every aspect of your business, from the warehouse to the finance department from procurement to the sales team.

With Lawson Distribution you’ll be able to deal with high volumes and complex inventories while delivering the levels of service your customers demand. You will have a degree of visibility over your business that allows you to measure, plan and improve your operations. But more than that, with Lawson Distribution you will have an enterprise-wide platform for growth and revenue-generating innovation.

So if you’re in distribution and are thinking about upgrading your business applications, you should be thinking Lawson.

## Balancing Supply and Demand: The Fine Art of Supply Chain Planning

As a distributor, you need to master the art of having just enough product in just the right place at just the right time. It’s a fine balancing act, and in reality you probably carry more inventory than you need, tying up valuable working capital.

Lawson Distribution provides tools that allow you to accurately manage and predict demand for your products at all points in your network. You’ll be able to offer better customer service and reduce costs by improving response times, reducing overstock, and enhancing deployment of product to the right location.

## Becoming a Strategic Channel: Managing Sales and Supplier Relationships

To compete effectively in your marketplace, you need to be an expert. You need to know all about the products you carry, about availability, and you need to be able to source the products you don’t normally carry at short notice. It all comes down to the ability to deliver excellent customer service. And to do this, you need to be on top of your sales and supplier relationships.

Lawson Distribution can help you do just that. Our solution supports a variety of sales channels, such as internet sales, telesales, over-the-counter sales, or field sales. Comprehensive pricing, inventory availability, and promising, are examples of just some of the automatic support provided. In addition, Lawson Distribution automates procurement, allowing buyers to optimize purchase requirements while providing important information regarding supplier performance.



## The Challenge of Supply Chain Execution

Meeting the challenge of supply chain execution means organizing your operations to maximize efficiency. Because of the volume of incoming goods, you need a system that can automatically propose follow-up actions and suggest the most appropriate location for storing items.

For outbound goods, you need to be able to manage deliveries using flexible picking and packing methods, and methods to help prioritize and sequence loads. Lawson Distribution offers a solution to help expedite key orders, routinely manage warehouse processes and resources, and aid cost-effective and on-time delivery.

## Adding Value for your Customers

In distribution, your customer is your most important business asset. It's not the goods in your warehouse that sets you apart – it's your ability to deliver excellent customer service and, more than that, the ability to add value for your customer.

Offering fee-based services is an important element of selling more to your existing customers, as well as a means to win new ones. With Lawson Distribution you can manage a range of value-added services such as kitting, servicing and assembly. And not only is this good news for your customers, it's a potential new source of revenue for you and a means to differentiate yourself from the competition.

## Dorel Netherlands

Dorel Netherlands, a leading supplier of juvenile products such as child car seats and push chairs, uses Lawson Distribution to support its geographic operations in the Netherlands, Germany, and the U.K. "The company has seen dramatic growth and success," notes Henk Gommans, IT manager of Dorel Netherlands. "From servicing a local market to becoming a global supplier, Dorel has had to ensure that it retained customer loyalty by offering value at every turn. The implementation of the Lawson software had a significant part to play in this."

## Lawson Distribution – A Smarter Investment in your Future

So what is it about Lawson Distribution that makes it **the** platform for growth? Well, apart from the functionality mentioned above, there are several reasons why we believe Lawson Distribution is the best "growth enabler" on the market. Here are ten of them.

### Ten Reasons to Talk to Lawson

#### 1. True Industry focus

We believe that our industry focus is one of the things that make us stand out. We are not trying to be all things to everyone. Instead, we aim to provide the best industry-specific solution at the lowest total cost of ownership in our chosen sectors. Distribution is one of those sectors. This focus runs throughout the company, from product development to implementation consultants. Our industry experts will work closely with you to fully understand your business and foresee future requirements. This industry focus, together with the advantages of a full business application, is where Lawson can deliver a high return on investment compared with other vendors.

#### 2. We don't lock you in

Lawson Distribution is built with open, Java-based technology, allowing you to integrate internally and externally with other systems. Our commitment to open standards enables greater flexibility and a lower cost of ownership than the alternatives. So as your company grows, Lawson Distribution delivers the flexibility and the agility you need to adapt to changing needs.





### **3. Pain-free upgrading**

Lawson Distribution applications are decoupled from the underlying technology. This means that you can upgrade applications and technology separately, incrementally, and on a timeline that suits you. You can keep your technology infrastructure up-to-date with minimal disruption to your business. And when it's time to upgrade your applications, the process is easier, faster and best of all – less expensive.

### **4. Improved employee productivity**

We've made our applications easier to use. Smart Client is a ground-breaking new user experience that brings a totally new approach to business applications. The innovative software behind Smart Client makes Lawson Distribution easier to learn and easier to use, your employees are more productive and you can reap the benefits of your system even faster.

### **5. We help you to identify opportunities for improvement**

Opportunity Analyzer is the first strategic planning tool that enables you to set practical business performance targets and identify measurable financial and non-financial gains before committing time and money to business improvement projects. Based on best practice, it will help you quantify how your company can become more profitable and identify the most profitable strategic initiatives to pursue. With Opportunity Analyzer you'll have a better understanding of where your business can achieve efficiencies, wider margins, and more profit. And best of all, you can finalize a comprehensive business review within four to six weeks.

### Colony Liquor

Colony Liquor and Wine Distributors, the largest distributor of spirits in upstate New York, uses the Lawson M3 application suite as the core of its business and IT infrastructure. “A major success factor in Colony’s ability to grow is that we have not put on excessive headcount. More sales force, more drivers to handle cases, a few more warehouse operators, yes, but we don’t have to grow administrative positions proportionately—purchasing, IT, finance—because the Lawson system is totally integrated. We have a lot better information to make our decisions,” says Peter Coliukos, the CIO of Colony Liquor.

### **6. Enhanced control over your supply chain**

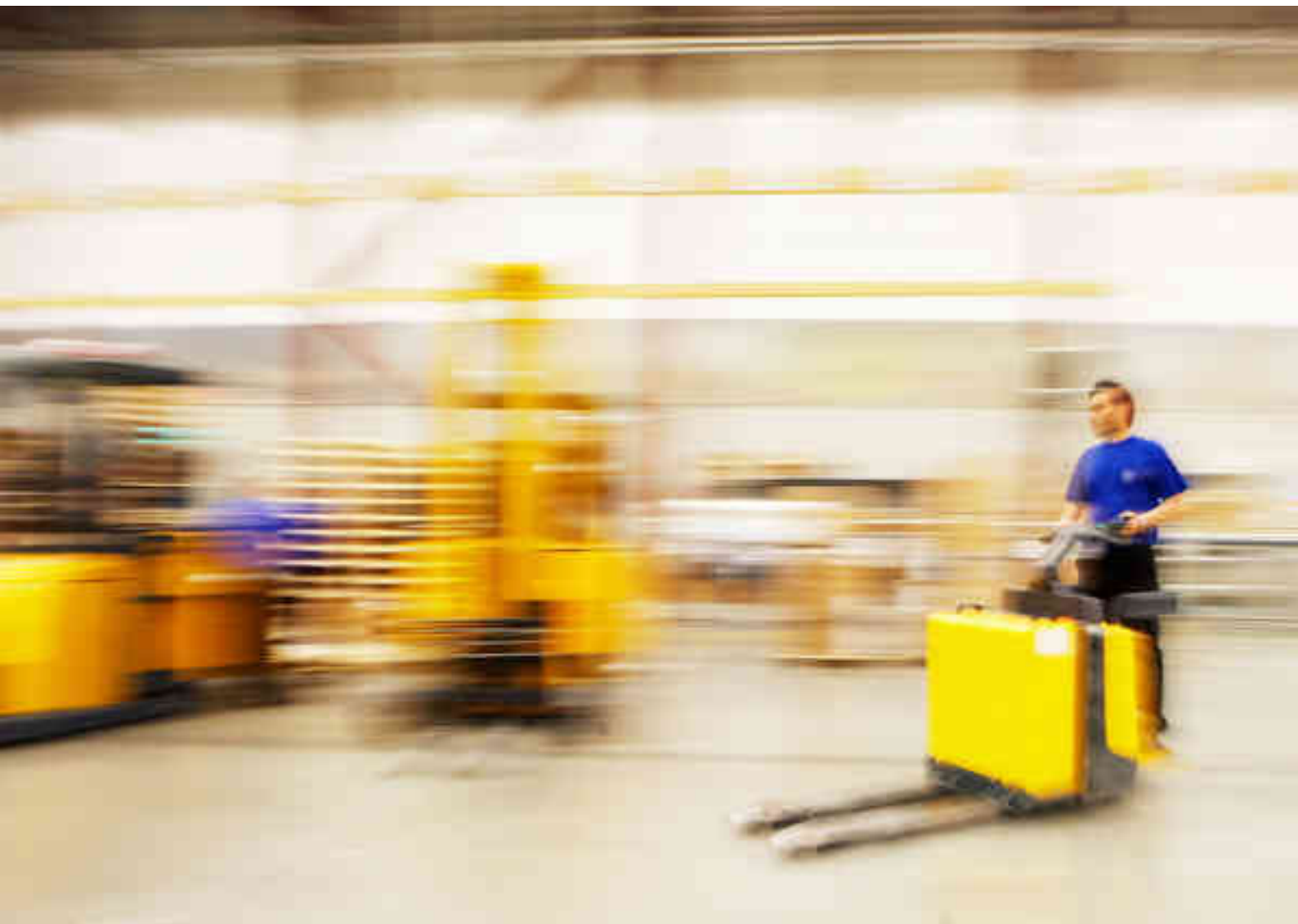
With pioneering functionality, such as Lawson M3 Supply Chain Orders, you’ll have a new way to keep the different related orders in the supply chain linked. This capability gives users greater visibility into the entire supply chain and the ability to quickly react to changes in orders. It also helps automate the process of making changes to orders while allowing users to check the status of a linked order chain and determine whether delivery terms can be met.

### **7. Integrated mobility solutions**

Lawson Mobility will radically change the way your out-of-office or warehouse personnel work. With modules for delivery, route, sales, service and warehouse, it gives your staff instant access to all the information they need via a range of handheld devices. In the warehouse, it allows your personnel to focus on the tasks at hand rather than periodically working at computer terminals and handling paperwork. Barcode scanning is supported which significantly reduces data entry errors. Lawson Mobility is tightly integrated with the Lawson system and uses the latest Windows Mobile technology for a quick, easy-to-use, online experience.

### **8. We get you up-and-running faster**

When it comes time to implement your software, you can choose from a range of implementation options. For example, our preconfigured solution, QuickStep Distribution, streamlines the steps required for a customized system implementation. It covers all the features and functionality you need to get up-and-running quickly. It saves you time and money, and takes the guesswork out of deploying an enterprise management system. The result is





an affordable solution that meets your immediate needs but also forms the basis for future growth and improvement. Not to mention a faster ROI and time to benefit measured in weeks instead of months or years.

#### **9. Support that's tailored to your needs**

No one knows Lawson software better than Lawson. Our expertise in supporting, servicing, and maintaining our products is simply unmatched. Whatever your support needs – from basic to the most demanding – Lawson Total Care has you covered before your software is even delivered. Our Total Care philosophy is simple: we focus on caring for your software, so you can focus on caring for your business. And Lawson Total Care is structured to offer choices that fit your organization's evolving needs. By giving you options that align with your cost structure and existing in-house expertise, you can select the perfect balance for supporting and maintaining your Lawson software.

#### **10. Functionality that's built for your business**

Within the wholesale distribution sector, challenges will vary widely depending on the segment. The strength of the Lawson solution is that it has been configured to meet the requirements that are specific to each segment. So whether you distribute food, building materials, consumer goods or industrial equipment, Lawson has a solution that is tailored to fit just your business.

#### **Is there more? Of course there is.**

Visit us today at [www.lawson.com/distribution](http://www.lawson.com/distribution) or e-mail [info@lawson.com](mailto:info@lawson.com). We'd love to talk to you about your growth goals.

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**About Lawson**

In 2006, Lawson Software and Intenia merged to form the new Lawson. We deliver software and implementation services to 4,000 customers in 40 countries.

Our goal is to radically simplify the process of developing, implementing, maintaining, and using our applications. By doing so, we can help you reduce costs while increasing your flexibility. We also strive to be simple to do business with. We speak plainly. When there's a problem, we work hard to fix it. We fulfill our commitments in a timely, professional manner.

Why choose Lawson? Because simpler is better.

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