

LAWSON™



Lawson QuickStep

for Distribution Companies



The Challenge to Mid-sized Companies

Over 500 distributors and wholesalers worldwide already operate the Lawson M3 Enterprise Management System today. The solution supports distributors striving to offer greater customer service via multiple sales channels, improved value-added services and a wider product assortment.

No two Lawson distribution customers are alike. Some are large, multinational companies. Others are mid-sized but growing companies that face the same industry pressures and supply chain challenges. They still handle high-order volumes, manage a wide assortment, and use complex supply chains. But mid-sized companies do not have the same resources as their larger counterparts to implement sophisticated IT solutions. And often they are working with much tighter timelines and budgets.

Instead, they need a different approach. One that combines the software functionality support for the key distribution disciplines of planning, trading, and execution with a streamlined implementation process that takes weeks - — not months — to deliver benefits, as well as the foundation for the expanded features they'll need tomorrow as their businesses evolve and grow.

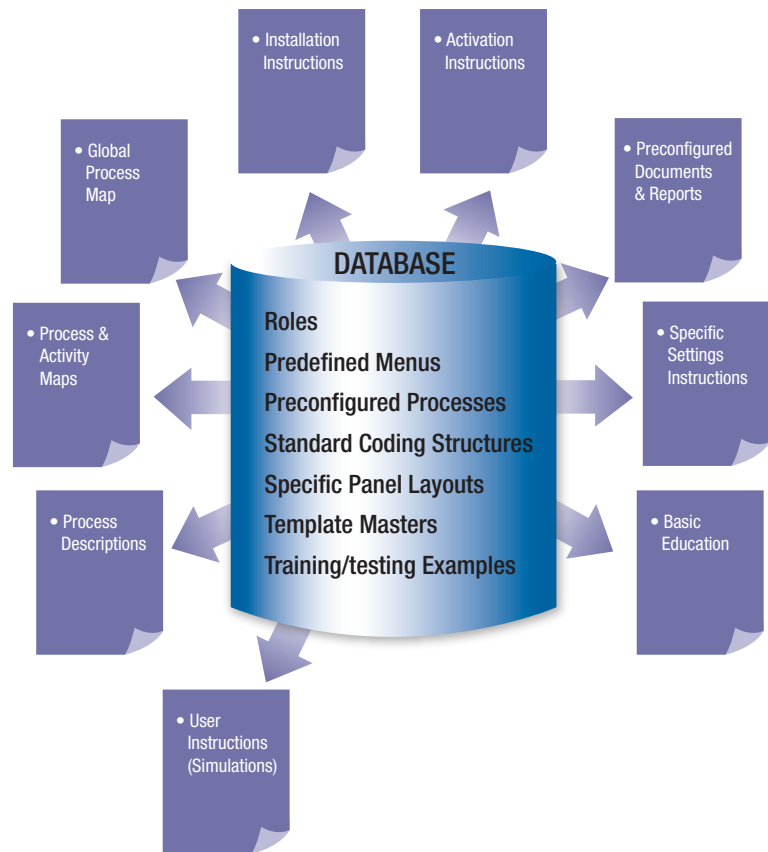
Lawson QuickStep is the Answer

Lawson QuickStep is a solution specially designed and preconfigured to provide features and functions that mid-sized distributors and wholesalers need. The QuickStep solution addresses not only the solution requirements but also the need to get the system live in a timely and cost-sensitive fashion. QuickStep can reduce and streamline the steps required for a customized system implementation, saving you time and money, and taking the complexity out of deploying the Lawson M3 System for wholesalers and distributors.

Content of QuickStep

Preconfigured and customizable, Lawson QuickStep provides the features and functionality you need to get up and running quickly. But that doesn't mean you get a 'lite' version of the Lawson M3 System. Instead QuickStep delivers predefined but easily configurable menus, processes, templates, training, and much more — using examples specific to the needs of mid-sized wholesalers. All are based on industry good practice and extensive Lawson industry expertise. With QuickStep you can get comprehensive core functions to use right away without reconfiguration. Also included are easy to use support and training materials which make educating new users on the system a fast and repeatable process.

Yet Lawson knows that each company is unique, so processes are easily adjusted to meet your specific needs during the QuickStep implementation. The result is an affordable, flexible solution that meets your immediate needs today and your potential needs tomorrow. Not to mention a faster ROI and time to benefit measured in weeks instead of months.



QuickStep for distribution companies features process maps, descriptions and diagrams based on industry good practice to help you take a quick step forward. It also offers education packs and over 80 user simulations.

Lawson QuickStep: Quicker to Implement, Quicker to Benefit

For growing companies, Lawson QuickStep can deliver the value and benefits of the integrated Lawson M3 System distribution solution faster and more cost-effectively than many full-blown implementations using traditional implementation techniques. QuickStep benefits include:

- A predefined, flexible solution that gets your business up and running fast. QuickStep can speed implementation by pre-configuring over 70 percent of core processes within the Lawson M3 System, but is flexible enough to be customized to your unique requirements.
- Reduced implementation risk and stress for employees. With Lawson StepWise methodology to refine your pre-configured solution proposal step by step, fewer personnel need to be involved in developing the project scope and implementing the solution. You focus on getting users proficient on the Lawson M3 System applications.
- A foundation for future success. QuickStep is ideal for companies who want to implement the Lawson M3 System applications rapidly and easily but envision growth ahead and need long-term scalability and continuous improvement.

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- Lower overall total cost of ownership. With QuickStep, your Lawson M3 System solution can be less costly, less risky, and deliver faster time to benefit.

Lawson Makes Sure the Benefits Keep on Coming

Lawson QuickStep can be your final step — or just the first step — in an on-going process of added functionality and continuous improvement. As your business changes and grows, it's easy to expand the scale and scope of your Lawson M3 System and integrate it more fully with other applications.

- Grow Lawson from one or just a handful of sites to sites all around the world.
- Increase the complexity and scope of your product line.
- Add strategic extensions to grow or optimize your operations, such as e-sales, mobile solutions, sales force automation, human resources and business intelligence functionality.
- Integrate supply chain partners and customers into your ERP solution.
- Enter new markets with the confidence of knowing you've got the integrated application support you need to compete successfully anywhere against companies of any size.

With Lawson QuickStep, there may be virtually no end to where you can take your Lawson M3 System.

For further information about the Lawson QuickStep for Distribution Companies, call 1-800-477-1357, direct at +1-651-767-7000, international at +46 8 552 5000.

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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