

LAWSON™



# Construction Materials Distribution:

Lawson for Electrical Suppliers

“We needed a distribution package that could adapt to our business needs. We believe that Lawson M3 offers us great benefits through centralization of data and through being ‘e-capable.’”

**Tony McCusker, Chief Financial and Information Officer, Hagemeyer (Australia)**

## We Understand What You’re Up Against

Electrical supply distributors face enormous challenges across an increasingly complex business environment. You source, stock and sell a wide variety of products that must meet all local and regional health and safety regulations. Increases in commodity prices along with customer service demands present hurdles at every corner. At Lawson we understand your issues.

To meet customer service expectations you have to manage the process of sourcing quickly and efficiently. You deliver your products and services through diverse distribution channels involving multi-branch structures. You operate within complex trade relationships, and must fulfill order requirements containing a variety of SKU measurements effortlessly. Rapid, unexpected change is the norm not to mention that you are trying to do it all with minimal resources.

Whether you provide electrical and safety products to the electrical, contractor, industrial or original manufacturer markets, we know that you need a flexible business solution that helps you maximize employee productivity and customer service levels while controlling costs and margins. Lawson Distribution provides for efficient execution of core business processes with real-time information right at your finger tips. Our solution helps you eliminate information blind spots within your operation by generating transparency throughout the organization. This gives electrical supply distributors the ability to optimize decision making at all levels.

Our solution is made to serve the different parts of your organization. From the head office, distribution center and main branch, to the trade counter outlet and depot, we have the tools you need to meet industry-specific issues head on, all at a low total cost of ownership.

## Lawson for Electrical Suppliers: Your Platform for Growth

Lawson Distribution enables effective management of high volume and complex inventories for multiple entities. It provides an integrated, cost effective and focused platform for consolidation, growth and revenue generating innovation. Our solution helps you overcome obstacles in the following areas of your business:

### Supply Chain Planning

Good planning is having the right amount of product in the right place at the right time. It can have a tremendous impact on both customer service satisfaction and the amount of capital tied up in inventory. Lawson Distribution allows you to accurately predict and manage demand at all points in your network. Your overall costs can be reduced through quicker response time, enhanced deployment, reduced overstocking and obsolescence. This gives you:

- Greater control and visibility over your operations;
- The ability to reduce overall inventory holdings;
- Optimized supply chain control.

### Trading Level

Getting an order right the first time, is what keeps customers coming back. Lawson Distribution manages the efficient taking of orders through a variety of integrated sales channels, such as electronic EDI/XML, over the counter sales,

“The successful outcome reflected the ‘can do’ and result-focused attitudes of both the project team and the wider business in adopting demanding change in a live, high customer service environment.”

**Robin Norris, CEO, Hagemeyer (Australia)**

web-based sales, telesales and field sales. Catalog management, comprehensive pricing, inventory availability and promising are some of the automated support functions provided. The procurement of goods at the right price is routinely managed, helping buyers to optimize purchase requirements while providing important information regarding vendor performance and analysis. Lawson Distribution helps you:

- Improve procurement of products and services;
- Reduce margin erosion through improved processes or offerings;
- Manage multiple channels more effectively which leads to greater customer satisfaction.

#### **Supply Chain Execution Level**

Our solution helps organizations fulfill their commitments and better organize their operations to maximize efficiency. Lawson Distribution gives you greater ability to expedite warehouse processes and resources, and most importantly, helps to ensure that orders are cost effectively and reliably delivered on time. A variety of value-added services can be easily managed such as kitting, product configuration, or servicing, all of which help you stay ahead of the competition. Our solution will:

- Allow suppliers to streamline services to distributors;
- Facilitate greater efficiencies by improving warehouse processes and control;
- Offer easy management of additional revenue streams such as value-added services;
- Help improve transportation management.





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Lawson Distribution supports your business requirements across the spectrum, from customer and supplier relationship management, to sales force automation, financials, business performance analysis and reporting solutions.

## Options that Suit You

Lawson believes that simpler is better. Our solution is an integrated, easy to use, enterprise-wide application. It is specifically designed to meet the needs of companies in the electrical supply distribution sector and can be implemented with options that suit you.

## A Reliable Partner in Lawson

Lawson is a global provider of software and service solutions to 4,000 customers in 40 countries. Our years of experience and cooperation with companies active in the electrical supply sector have helped Lawson identify the industry's specific challenges.

This valuable knowledge gives Lawson project managers and business consultants unparalleled capabilities and confidence to ensure secure project outcomes for our clients. Our industry experts help building supply distributors to enhance their business performance while controlling costs, streamlining their operations, and improving their response times and customer service levels.

Lawson Distribution is an integrated, flexible system that can adapt and grow with the changing needs of your business.

### Why Lawson? Because simpler is better.

#### Find Out More

For more information about Lawson Distribution for the electrical supply sector, please visit us at [www.lawson.com/construction](http://www.lawson.com/construction) or email [info@lawson.com](mailto:info@lawson.com).

### 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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