



## Zeppelin Baumaschinen GmbH Selects Lawson M3 Enterprise Management System

Lawson Software (Nasdaq: LWSN) announced that it has signed a contract for the implementation of Lawson M3 Enterprise Management System with Munich-based Zeppelin Baumaschinen GmbH. Zeppelin Baumaschinen is Germany's largest rental and service organization in the construction machinery sector. Zeppelin will replace its legacy software with Lawson M3, which is based on Java industry standards and will, among other things, replace Zeppelin's current finance and control solution from SAP. The contract was signed in the second quarter of the Lawson 2007 fiscal year, which ended November 30, 2006.

Zeppelin will begin implementing the Lawson M3 immediately, with a "go-live" date planned for January 2008. The implementation is aimed at supporting the company's growth plans and to further build on its leading market position. This industry-specific equipment service and rental management solution will help Zeppelin to achieve these goals as the company anticipates the implementation of Lawson M3 to raise its performance and competitiveness considerably.

Zeppelin Baumaschinen GmbH is a direct subsidiary of Zeppelin GmbH and marks up an annual turnover of around USD 1.25 billion (2005). The company is the exclusive distribution partner of leading construction and diesel engine manufacturer Caterpillar Inc., based in Peoria, Ill. Zeppelin Baumaschinen has signed an initial prototype project with Lawson which enabled Zeppelin to analyze Lawson M3 in detail.

The project is to be centrally controlled from Munich for more than 55 sites in Germany. "Lawson's overall product offering and total cost of ownership were key factors in the selection process," said Manfred Schmaderer, CIO of Zeppelin holding. "We opted for the Lawson M3 solution because it meets our IT strategy objectives, it has a broad range of industry specific functionalities, is user-friendly, easy to handle, and helps us to standardize and simplify our work. This allows us to organize our business processes in a lean and efficient manner which will assist Zeppelin in meeting a cost reduction objective."

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"In times of tough competition, increasing costs and the need for an efficient ERP system, it makes sense for companies to apply Lawson's 'Simpler is better' motto," said Friedbert Schuh, area manager and vice president of sales for central Europe at Lawson. "With our industry-specific solutions, which are easy to deploy, our competent consultants and innovative technology, we clearly have a distinct offering and competitive advantage."

**About Lawson**

Lawson provides software and service solutions to 4,000 customers in manufacturing, distribution, maintenance and service sector industries across 40 countries. Lawson solutions include Enterprise Performance Management, Supply Chain Management, Enterprise Resource Planning, Customer Relationship Management, Manufacturing Resource Planning, Enterprise Asset Management and industry-tailored applications. Lawson solutions assist customers in simplifying their businesses or organizations by helping them streamline processes, reduce costs and enhance business or operational performance. Lawson is headquartered in St. Paul, Minn., and has offices around the world. Visit Lawson online at [www.lawson.com](http://www.lawson.com).

**Why Lawson? Because simpler is better.**