



Operational Performance Management with
Lawson Business Intelligence



Clear, actionable insights make a difference

On the surface, everyday business activities and decisions appear to be routine, predictable, and executed reflexively. But a closer look reveals a strikingly different picture. In today's fast-paced, competitive marketplace, a single misstep – even if it involves a familiar issue – can make a measurable difference in your company's performance.

Business intelligence can play a central role in the smooth, profitable operation of your product-centric enterprise. Without it, the organization works against itself. Time and resources are wasted. Profitability can slip. Ground is lost to competitors.

Operational business intelligence, when it's immediately accessible, proactive and easy to understand, draws together strategic, analytical, and organizational activities in support of corporate objectives. It can dramatically shrink the time between the discovery and the resolution of issues. And, when this business intelligence integrates with automated business processes, it helps you squeeze every possible ounce of performance out of your business operations.

Lawson™ Business Intelligence can deliver on these possibilities in a uniquely powerful and integrated fashion.

“Lawson Business Intelligence enables us to deliver relevant information to the right people at the right time, and it gives them the ability to take action. Role-based dashboards with Lawson Smart Notification makes it easy for our users to navigate from alerts to interactive analysis down to detailed reports. All the while, we’re able to maintain the context that’s critical to root-cause analysis. It’s this integration that lets us realize the full value of transactional data, and it’s why no one should purchase the Lawson M3 System without Lawson Business Intelligence.”

Andy Anderson
Director of Information Technology
Red Wing Shoes

The Problem

Too much data, not enough business intelligence

If your company is like most others, the problem is not a lack of data. In all likelihood, silos of data, mountains of data, are spread across your organization. That’s precisely the problem. This data is scattered, disconnected. Consequently, your executives and managers must manually wade through volumes of information to find the nuggets of business intelligence they need ... the proverbial needles in the haystack. The information lacks context, there are knowledge gaps, and decisive action is delayed.

Other significant shortcomings come to light when data is housed in multiple stand-alone silos. For example, it becomes difficult, if not impossible, to access the cross-functional detail that underlies an operational issue or question. If you ever need to share information with colleagues, you probably know how time-consuming and cumbersome the process can be. Along the way, you may not be able to adequately safeguard sensitive information.

As the speed of business grows ever faster, one additional weakness of “business as usual” becomes increasingly apparent: the passiveness of manual data analysis. Data must be queried, instead of being pushed to decision makers. By the time it’s discovered and turned into useful information, opportunities may have evaporated, and unfavorable situations may have taken a turn for the worse.

The Solution

A logical choice for Lawson M3 System customers

Lawson Business Intelligence can be an excellent choice for Lawson M3 Enterprise Management System customers like you who want to boost your operational performance management.

Why?

Because Lawson Business Intelligence offers a set of advantages that cannot be duplicated by other vendors. It’s powerful, yet flexible. It’s affordable and easily deployed. A standards-based architecture permits integration with many other business intelligence tools, as well as with non-Lawson data sources.

Most significantly, Lawson Business Intelligence is built from the ground up to work hand in hand with your Lawson business applications – an attribute which differentiates Lawson Business Intelligence from the providers of third-party business intelligence solutions.

Still looking for more?

By linking Lawson Business Intelligence with Lawson Business Performance Warehouse, you can take your reporting infrastructure to an even higher level. The two working together help ensure that you’re consistently seeing the most reliable and meaningful data.

Of course, the proof lies in everyday, real-world experiences of your user community. On a daily basis, you and your colleagues will appreciate the qualities of Lawson Business Intelligence:

- Quick access to relevant, in-context, actionable business intelligence, even when it’s housed in multiple systems.
- Easy set-up of proactive notifications with links that enable timely decision making and action.
- Simple and transparent navigation from alerts to interactive analysis to detailed reports and even to transactions.
- Rapid realization of return on investment, thanks to a low total cost of ownership.

Lawson Business Intelligence and Crystal Reports® – a powerful combination at your service

One of the outstanding features of Lawson Business Intelligence is its dozens of pre-built, ready-to-use Crystal Reports® – a name synonymous with high-performance reporting – contained within Reporting Services. Without writing a single line of programming code, you can immediately access a wealth of useful metrics. The following is a small sample of the Crystal Reports at your fingertips:

Sales analysis

- Delivery performance
- Gross profit
- Margin erosion
- Sales and margin correlation

Order analysis

- Order backlog
- Order intake

Purchase analysis

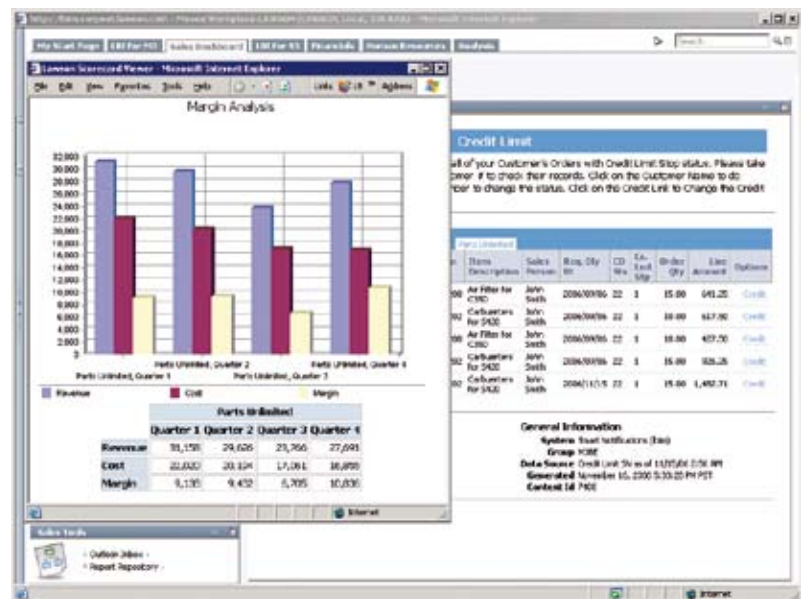
- Delivery performance by supplier
- Purchase price development

The way we see it, data doesn't serve you very well if you have to spend a lot of time pulling it together into a meaningful package. Lawson Business Intelligence, in tandem with Crystal Reports, is your "superhighway" to faster analysis and more timely decisions.

Role-Based Dashboards

Everyone in your organization has different responsibilities and, therefore, different information needs. Equally important, everybody is looking for ways to save time. The role-based dashboards available with Lawson Business Intelligence respond to both of these demands.

Each dashboard can contain a full complement of links to reports, notifications, scorecards, and transactions personalized to a particular role, whether it's managing employee expenses or managing vendors. From a single, efficient dashboard, you can navigate to any available business intelligence or transactions without having to enter your user ID and password every time you open a new application. Talk about saving time – and saved time is like money in the bank.



Reporting Services with Bursting

Imagine how your world would be simplified if you could deliver a report to dozens or hundreds of individuals with a single command – and everyone sees only the content pertaining to his or her role and responsibilities. Gone forever is the need to repackaging the report to accommodate each recipient. Think of the time you'd save!

Reporting Services, part of Lawson Business Intelligence, gives you this flexible "report bursting" capability and other powerful tools, drawing on both Lawson and non-Lawson data.

Because multiple versions of a report do not have to be reprocessed on the server, you can dramatically simplify administration and reduce the number of reports you need to produce and maintain. In fact, many Lawson customers tell us they've cut the number of reports generated by 50 percent or more.

The reporting possibilities are extensive. For example:

Sales Managers responsible for different groups of customers receive periodic reports (e.g., weekly, monthly, annually), with information regarding their customers. Each manager should only see the data for his or her customers, without time-wasting irrelevant information. To enhance understanding, this information may be packaged to show contextual relationships, such as trends in margin erosion or price and margin correlation.

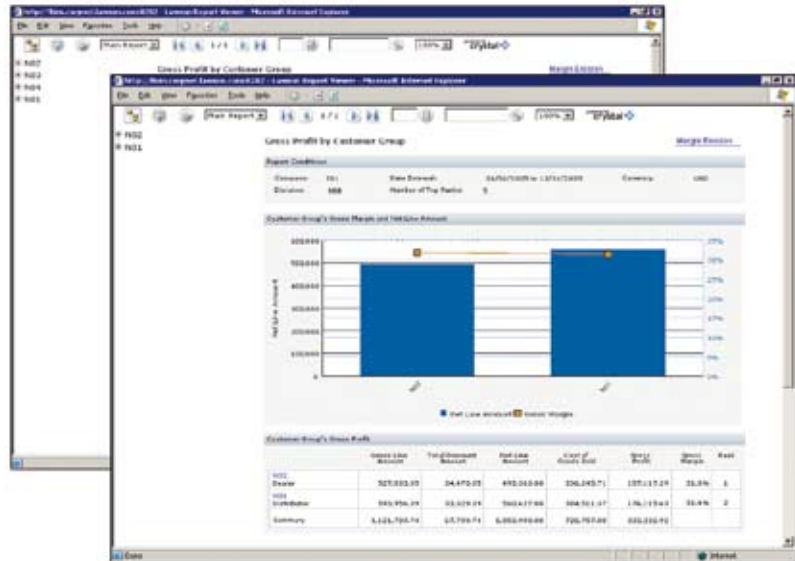
Beyond business intelligence to everyday decision support ... and operational excellence

Lawson Business Intelligence holds an important key to enhancing operational performance in countless ways, every single day, across your enterprise. Here's one scenario of how various components work together in support of corporate objectives:

A company's credit manager, Ms. Jones, receives, via her dashboard, a Smart Notification message containing a list of orders on hold. To resolve the situation, she needs additional information about each on-hold order. The notification includes links to the Lawson M3 transactional system, which allows her to answer questions such as "Is this customer credit worthy?" and "What is this customer's payment history?"

In addition, Ms. Jones may choose to take a deeper analytical view. With just a few clicks, she's able to determine whether her company is achieving an acceptable margin on any given customer, the value of the product mix for that customer, and other metrics to support her decision making.

"Action links" permit Ms. Jones to release an order for shipment or take other steps. To prevent future holds, she may also choose to raise a customer's credit limit. From start to finish, the entire process takes only minutes. Just as significantly, the system allows her to efficiently accomplish all these steps from a single notification.



Proactive Notifications

Lawson Smart Notification® makes a clear-cut statement: Time-sensitive business intelligence should not reside idly in a data warehouse; it should be monitored vigilantly and used to notify, via dashboard, e-mail, pager, or PDA, the people who have the power to seize opportunities or solve problems in the early stages. Even better, these proactive notifications should contain links to detailed reports and to transactions within your Lawson M3 System.

Smart Notification does all this, allowing you to efficiently manage your operations by exception.



Consider all the situations in which your organization could benefit from this type of immediate, information-rich notification. The following are a couple of common examples:

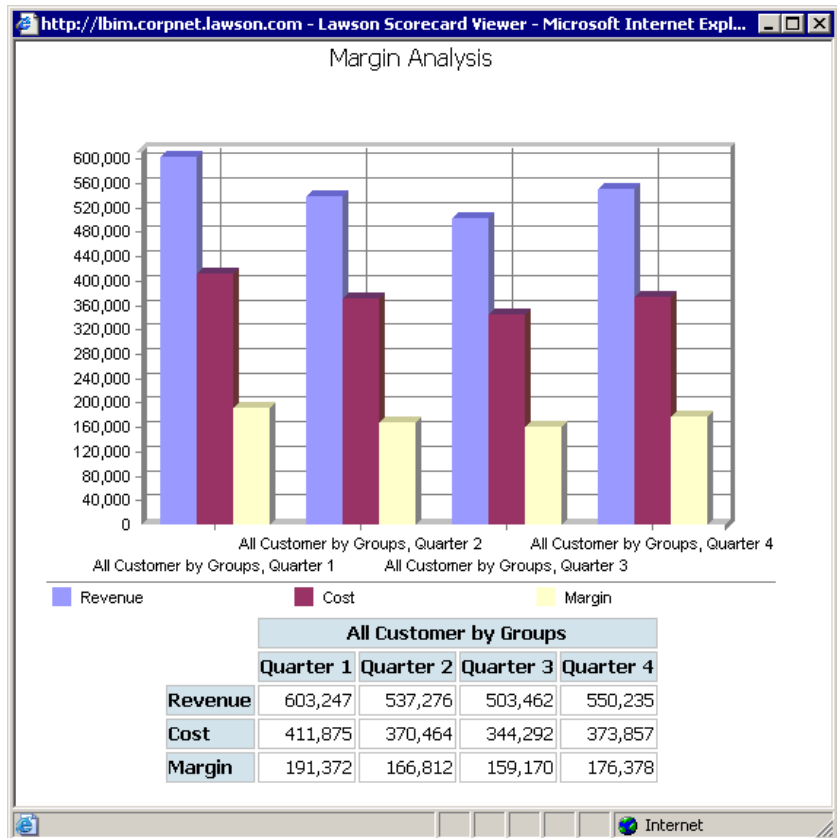
- Your purchasing department automatically receives notifications whenever stock items fall below specific levels. At a glance, purchasing department staff see who is consuming an item, and they electronically transfer stock from another location, avoiding costly rush orders.

- Your human resources department receives a notification when overtime pay for a facility is approaching a certain threshold. HR staffers drill into time records to get a complete picture of why overtime has increased and then send an alert e-mail to the facility manager; who takes corrective action, such as bringing in workers at a lower wage scale.

Scorecard Analysis

Wouldn't it be great if you could create easy-to-digest reports against any multi-dimensional database? And do it with a minimal amount of time and effort? The Scorecard module in Lawson Business Intelligence lets you view critical enterprise data in the way that brings operational performance into the sharpest possible focus.

Through simple commands, including drag-and-drop functionality, you can quickly get the answers you need simply by changing the view of the data. You can also link to other data contained in your Lawson or non-Lawson systems. Add traffic lighting with color coding to highlight exceptions. Create or remove columns. Drill down to any level of detail. We let you own the process, so you can fully understand what's happening in your organization and make better decisions with greater speed.





The Bottom Line

Real answers to important business questions

Companies today typically have reams of unstructured data and a limited ability to transform it into useful business intelligence. It doesn't have to be this way for your organization. Lawson Business Intelligence, by its very name, conveys what it delivers: the right information to the right people at the right time. By getting real answers to important business questions, you can confidently analyze, plan for, and react to always-changing business conditions.

We're ready to answer your questions about Lawson Business Intelligence and explain how you can accelerate and streamline your implementation through Lawson Professional Services.

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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 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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