



Lawson M3 Analytics for Food & Beverage

Business Intelligence for the Food and Beverage Industry, Made Easy

The Business Challenge

Analyzing business intelligence data to identify the strengths and weaknesses in your business and determine the right way to move forward is critically important. For most organizations, the quicker you get this information, the quicker you see a return on your investment. The problem is that installing, implementing, and then interpreting the information collected by your enterprise applications can be complicated, time consuming, and costly. It can leave you with a lot of complex choices to make and cost far too much to have the right resources on hand to set up, analyze and organize.

How can your organization obtain fast, easy-to-use and industry specific business intelligence that doesn't need a team of experts to obtain results?



The Lawson Solution

The Lawson M3 Analytics for Food and Beverage supplies your company with integrated business intelligence that helps you manage your business more strategically. It does this by collecting data from the M3 Enterprise Applications and providing users with numerous measures for analytic data or reports. These help direct you to the critical areas of your business that need improvement and provides past-oriented measures focused on your organizational performance.

The reports generated by M3 Analytics help you analyze the direction of your business and cover many areas like:

- Sales
- Finance
- Procurement
- Production/planning
- Warehouse/logistics

Lawson M3 Analytics for Food and Beverage offers your organization over 70 predetermined and Food and Beverage specific KPI's, which speed up time-to-value. Based on common food and beverage good practice, M3 Analytics removes the guesswork from deciding which KPIs you should monitor and enables you to track multiple KPIs by individual product, customer, account manager, and more.

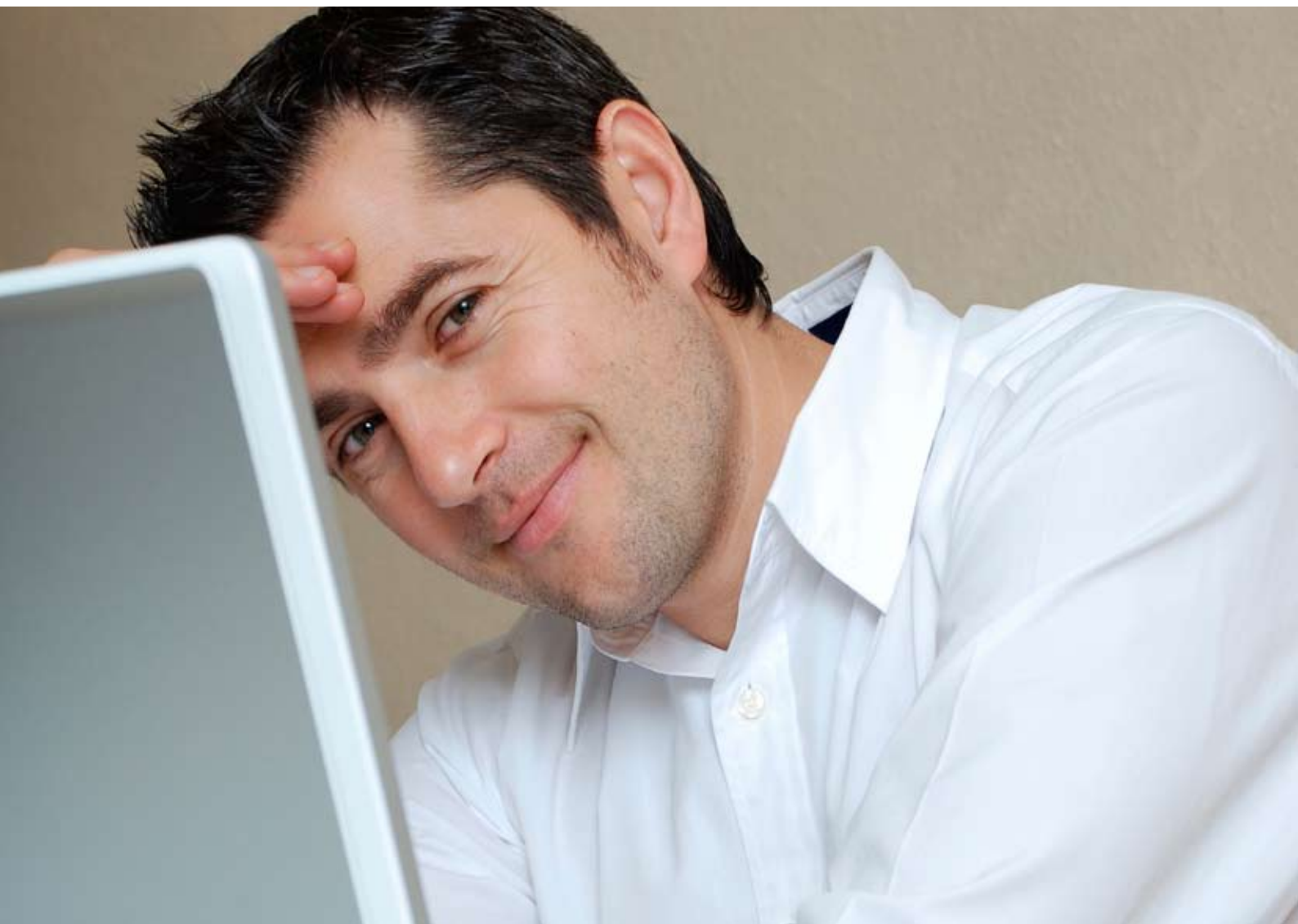
In order to adapt quickly to your organization's specific needs the Lawson M3 Analytics for Food and Beverage also includes over 50 built-in template scorecards allowing you to build task-specific, analytical views of data. These include subjects like:

- Sales vs. budget
- Supplier performance
- Production variances
- Customer debt and more.

Increased Return on Investments

M3 Analytics for Food & Beverage provides an easy-to-use business intelligence toolkit for significantly less than what in-house development could achieve. You can further benefit with returns on your investment by:

- Avoiding costly internal development
- Not requiring IT staff to use or change
- Obtaining a complete package out-of-the box
- Being up and running in as little as a week
- Enabling business users to easily configure or expand scorecards with little or no IT staff involvement.



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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 the 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.

Why do customers choose Lawson? Because simpler is better.