



Skretting Swims to Success with Lawson

Skretting is the world leader in the production and supply of feed for farmed fish. It is reinforcing this leadership for product quality and innovation now that Lawson Trace Engine enables the company to produce a full and detailed trace report within minutes.

Product safety, customer confidence and trust are some of the biggest issues facing the food industry. Nina Flem, quality assurance manager at Skretting, believes Lawson Trace Engine enables the company to meet all three requirements, and much more.

"We developed Trace Engine in partnership with Lawson," says Flem. "It's become an integral part of NuTrace, our food safety and quality system that ensures we maintain quality and safety from raw materials through to finished products. Trace Engine gives us instant electronic access to accurate upstream and downstream records of all raw materials, production data and feed deliveries to customers within minutes, compared to before when it could take days."

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MyLawson.com: a Shared 'Filing' System

Simpler Is Better

One challenge for Lawson and its customers has been the lack of a central repository for shared documents and information. The challenge stems from this: Lawson doesn't have a relationship with just one person at your organization but has many relationships. Similarly, your organization doesn't

have just one relationship with Lawson but many. Adding to the complexity is that each person on your side and on the Lawson side will maintain a separate filing system of key documents and information based on the specific nature of their relationship.

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Become Best-in-Class in Compliance and Traceability

With Vicki Griffith, Marketing Director, Food & Beverage

A recent research study conducted by Aberdeen Group, "Compliance and Traceability: Food and Beverage Manufacturers," looked at the pressures driving manufacturers to focus on addressing compliance and traceability issues. Aberdeen found that there are some significant differences between food and beverage manufacturers compared to other process manufacturers.

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Skretting Swims to Success with Lawson

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“And what’s more, it gives us clear competitive advantage in the market. Trace Engine enables us to prove our company values; that we are open and reliable. It makes us transparent and this builds trust with customers and suppliers,” remarks Flem.

Flem went on to explain that company processes have been created around the principle of complete openness. Both potential and existing customers are able to see the way in which Trace Engine mirrors Skretting’s daily operations, with the ability to fine-tune where required.

“We are regularly audited by customers,” says Flem. “And before Trace Engine we usually asked for at least two week’s notice because it took us many hours to find all the documentation asked for. However, with Trace Engine we can do all this virtually instantly, online. We are able to demonstrate the tight day-to-day control and transparency we have over our part of the value chain.”

“We can show all the routines, how all transactions are linked together, the control we have over incoming raw materials, how we verify certification documentation from suppliers, and a detailed view of production data,” says Flem.

“Traceability can also be used as a tool for documenting fish

quality, ensuring, for example, that the fish feed has the right nutrition. It all adds up to a healthier and more sustainable product that is better documented for the end consumer,” notes Flem.

Nanne Joerum, food safety and quality system manager, echoed many of the sentiments expressed by her colleague. “Trace Engine enables us to anticipate potential problems and solve them before they happen,” she says.

“An integral part of NuTrace, Trace Engine enables us to fulfill all our legal requirements. But this was not the main purpose for its implementation. Safety, trust, and customer confidence, together with business improvement, and wanting to maintain our reputation for leadership and innovation – these were and remain the driving factors. We and Lawson foresaw the importance of traceability long before it became a live issue in the market. And now we are reaping the benefits of that prescience,” emphasizes Joerum.

Why Lawson?

“It’s simple,” says Joerum. “Lawson was the first to recognize the potential importance of traceability and invested time and energy in developing a system. We worked closely with Lawson to develop Trace Engine, defining the data needed and the technology required to present it.”

News Bits Read more about the following topics at www.lawson.com

Free Webinar:

“Provide Transparency and Trust”
(Broadcast by Food Engineering magazine)
Panelists: Marine Harvest IT Manager Arnt Mjoen, and Lawson Marketing Director, Food & Beverage, Vicki Griffith.

This webinar looks at how Lawson Trace Engine 3.0 helps the world’s leading

seafood company, Marine Harvest, increase transparency and trust with their customers. Arnt discusses how their processes have changed since implementing Trace Engine, and explains what areas of the business have benefited by reducing food safety risk, improving quality and documentation processes, and managing the volumes of data needed.

Replay available at:
<http://w.on24.com/rhtml?e=104155&s=1&k=571D8F8B61FF22EBFFD7B8239BD77D07>

See us at:
Meat Processing Xchange, June 8 - 11 in
Park City, Utah



Become Best-in-Class in Compliance and Traceability

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According to the results of the study, food and beverage manufacturers are considerably more likely to focus on compliance to regulatory standards, risk mitigation and consumer safety. While peer manufacturers outside of food and beverage said the need to reduce the cost of non-conformance and poor quality were their top pressures.

These findings show food and beverage manufacturers are under greater public scrutiny than their peers, not only due to regulatory oversight, but also to compete effectively for business.

Aberdeen found that the strategies manufacturers take to focus on compliance and traceability differ. While building product and process traceability into production processes is still the top pressure in the general survey results, food and beverage manufacturers are less focused here. They are more likely than other process manufacturers to attempt to build in visibility across the supply chain, illustrated by best-in-class performance in key areas such as percentage of products in compliance, but lack the capabilities to do so effectively.

The survey reports food and beverage manufacturers have done a good job of positioning the enterprise for success in regards to both the standardization of processes and the organizational structure of the enterprise. Standardization is a key component for many capabilities that enable best-in-class performance, and is a vital starting point.

Even so, best-in-class manufacturers were able to respond to a

non-conforming shipment in 36 minutes, while food and beverage companies were only managing a response in a little over seven hours, with industry average being an eight hour response time.

Recommendations for today's food and beverage manufacturers include automating workflows, instituting supplier scorecards, and integrating information between quality, supply chain management, and enterprise resource planning systems, as well as using enterprise business intelligence systems to highlight exceptions for quick response.

Visit www.lawson.com/Aberdeentrace to view the entire report and download your own copy. Read more about how some of your peers use Lawson solutions such as Trace Engine in this issue and, if you are looking for ways to join the best-in-class in food and beverage manufacturing, call us today.



Vicki Griffith, Marketing Director, Food & Beverage

Lawson M3 Trace Engine Reveals Supply Chain Processes

Achieving truly effective food tracking and tracing capability may have been impossible in the past, but that's no longer the case. Today, companies are increasingly turning to integrated enterprise software systems to tie together their main business processes and transactions.

Whether your business handles meat, fish, dairy, frozen foods, or is a ready to eat or feed manufacturer, Lawson M3 Trace Engine can help you meet growing regulatory and customer demands for food safety information while simultaneously reducing costs associated with product recalls and quality issues.

Trace Engine is a standalone, web-based configurable repository that can receive, filter and interpret any trace line information from any system within your company, your suppliers, your transporters, your customers or any other third party. It enables the generation of an information database containing all the information required in tracking your products.

Trace Engine allows visibility from the raw material/batch along the supply chain to the semi-finished or finished product that is supplied to the customer. It traces the process along the supply chain through all steps, occurrences and activities.

Trace Engine enhances your ability to collaborate and create an

open supply chain, so you provide true value chain traceability information for your customers, suppliers and consumers.

Trace Engine becomes the center of your overall recall. It speeds up and simplifies the recall process reducing the impact and the cost of such events. Being proactive can minimize recall media coverage by enabling you to react quickly and efficiently to a situation.

It also becomes the center of your quality control process. You can manage enterprise quality initiatives through visualization and monitoring capabilities. Trace Engine establishes a repository for data never before available for analysis and thus provides a basis for continuous improvement within your supply chain or enterprise.

With recent advances in information technology, food companies of every size can now implement Trace Engine to assist them in dealing with the challenges of doing business in the twenty-first century.

Customer Presentation Highlights at CUE

If you were at the 2008 Lawson Conference and User Exchange (CUE) this past March in Las Vegas, you probably attended some of the more than 100 customer presentations. Here are a few Food & Beverage industry highlights.

Kemin and Nutreco

Kemin and Nutreco focused on their global rollouts, sharing their strategies for consolidating disparate systems around the globe. Both companies have faced the challenge of creating a single, enterprise wide view of their businesses in an environment of varying business needs, cultures, languages, and time zones.

Dan Heidersheit, worldwide IT director of Kemin, explained Kemin's planning process and methods for obtaining buy in from management for their three-year project. The team completed a worldwide configuration that was implemented via seven Lawson M3 Enterprise Management System rollouts across 11 business units in 20 countries. The implementation taught Kemin many lessons and continues to help the company meet its objectives of lowering costs, increasing efficiencies, and improving customer service.

Roel Bakker, CIO of Nutreco, discussed his company's "Rebalancing for Growth" strategy. While strategically divesting almost USD 1 billion worth of farming operations, Nutreco also started and continues to acquire operations in many parts of the

world.

Bakker explained Nutreco's vision of alignment within the business groups, starting with a standardized enterprise resource planning (ERP) kernel consisting of finance, sales, purchase, inbound and outbound logistics and business intelligence. As new companies are acquired, a transformation from the local ERP system to the Nutreco system is managed smoothly. Nutreco's IT team has eliminated more than 30 localized ERP platforms, reduced the time to integrate a new acquisition by 50%, standardized business reporting across the various business groups, and is a key part of the acquisition evaluation process.

Jelly Belly

Ryan Schader, VP, business development and Dan Rossman, CIO, Jelly Belly, shared their decision to participate in the Lawson M3 7.1 beta process, even though it meant stopping their Lawson M3 5.2 implementation in the middle of the rollout.

They found that, as a beta client, they were able to implement the latest technology solutions from Lawson, such as Smart Client and role based security, lowering their costs and risks and helping their business continue to grow and expand.



MyLawson.com: a Shared 'Filing' System

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Files include things like contracts and agreements, invoices, statements of work, project progress reports, product information, reported and resolved issues and other items.

Because such a filing system is inefficient and confusing, Lawson has created MyLawson.com, a single website that will store all relevant "relationship" information in one place. The site will be accessible by anyone from your company and Lawson who has the appropriate permission.

MyLawson.com is being designed to meet the needs of all Lawson customers and will eventually replace support.lawson.com, the S3 Community, the M3 Community and link to – but not replace – TellUs.

The site officially debuted at CUE 08 in March, with Lawson CEO Harry Debes sharing the vision of MyLawson.com during his general session presentation and actually demoing the site with Roger Russell, co-chair of the Lawson Global User Group.

At CUE, customers also had the opportunity to test drive the MyLawson.com prototype and share their feedback by filling out a questionnaire. Overall, the results were very positive and the majority of customers who completed the demo left with a favorable impression.

If you would like to view the prototype and provide feedback, you are welcome to give it a try:

Visit www.mylawson.com

User name: jane1234 (case sensitive)

Passcode: lawson2008 (case sensitive)

Once in the site, you'll find these separate tabs:

- My Profile (all about you)
- My Company (all about your company, your Lawson team, your account balance and invoices, maintenance renewal information)
- My Contracts (your Lawson contracts)
- My Products (the products you have purchased from Lawson

and what's installed)

- My Projects (the status of your Lawson Services projects and timelines)
- My Support (access to KnowledgeBase and Lawson Support)
- My Learning (Lawson training opportunities)
- My Industry (industry-specific content from Lawson)
- News (Lawson news releases and blogs)
- My Community (access to the Lawson Community).

All questions and feedback can be sent to communitymanager@lawson.com. Please remember that this is a test site so it may not be working at all times.

Lawson's goal is to have all S3 customers live on the new site in July 2008 and M3 customers will follow in January 2009.

Here are the key milestones for the MyLawson.com rollout:

- May – beta testing begins with S3 customers
- Early July – roll out to security administrators at S3 customers
- Mid-July – roll out to all users at S3 customers
- October – beta testing with M3 customers
- January 2009 – roll out to M3 customers



Introducing Lawson's Colin Balmforth, Key S&D Initiatives for FY09

Lawson Support and Delivery

In case you missed the announcement, Colin Balmforth joined Lawson in December as the new senior vice president of Lawson Support & Delivery. Colin joined Lawson from Intelliden Inc., a network configuration management software and services company based in California, where he served as vice president professional services.

A U.K. native, Colin has more than 20 years of leadership experience in the software industry. He previously held executive positions with Conexus Partners, PeopleSoft and JD Edwards – both in the United States and the United Kingdom.

Since joining Lawson, Colin has established his office at the Saint Paul headquarters but has spent much of his time on the road, visiting Lawson's employees, talking with various user groups and meeting with customers in 34 different countries. After taking 50 airplane flights in his first 80 days, Colin banked a healthy number of frequent flier miles.

What did he find out in his travels? He says, "I've boiled down what our customers have said to three simple things: 1) they want a timely response and resolution from us; 2) they want accuracy and quality in our responses; and 3) they want professionalism in our communications and case management. Overall, this feedback has led to a heightened focus on delivering a superior customer experience, which is a key part of our corporate strategy."

At CUE 08 held in March, Colin joined Lawson CEO Harry Debes on the main stage to talk about S&D's progress toward delivering a superior customer experience. To the audience of 5,000, Colin noted that to improve Lawson's response and resolution times, S&D has

- Added 50 new support staff members, including doubling the size of the M3 Americas and M3 Asia teams
- Enhanced Knowledge Base by adding 10 staff to develop content and improving the search engine (searches have increased 400 percent)

Colin also noted promising results related to case backlogs: "Since August 2007, S&D has reduced total case backlog by 23 percent, with M3 improvements representing a 40 percent reduction. In addition, S&D reduced the average case resolution time by 5 days." Colin adds: "These improvements along with our focus on communications have resulted in customers starting to record higher satisfaction scores in their event surveys."

He admits that although S&D is making good progress, there is still much work to do. Key S&D initiatives for Lawson's fiscal 2009, which begins June 1, are to:

- Develop and implement a unified global support process
- Develop a best-in-class case management solution
- Invest in employee education and knowledge management



Expand Lawson Total Care program choices, features and levels

- Convert legacy programs to Lawson Total Care offerings, which will help improve the customer experience and operational consistency.

Lawson Lifecycle Policy

One area Lawson has worked closely with the user groups on is the support of older software versions. Typically every 18 months to 2 years, Lawson will issue a new version release and make that available to all customers on maintenance. Three years after the release of the replacement, Lawson will place the older release in to an extended and then legacy maintenance profile. This provides the facility for customers to maintain critical systems longer, plan upgrades well in advance, and for Lawson to apply their support & development resources more effectively to the customer's benefit.

Lawson S&D Survey

In late April, many of you received an email from Lawson pointing you to a web-based survey to share your anonymous feedback about Lawson Support & Delivery. This survey was a follow-up to the focus groups and one-on-one meetings held at CUE. At the close date of the survey on May 9, Lawson had received 1,134 responses. Your honest feedback will help Lawson develop and launch great new support offerings in the coming months.

Kemin Goes Global with Lawson



The nutritional and health needs of the world are becoming more and more complex, while the challenges of providing safe, nutritious products continue to increase. Kemin Industries Inc. is right at the forefront. The company potentially touches the lives of half the people in the world through its products and services. Kemin's global operations in 60 countries include customers whose products range from pet food and agrifoods to nutraceuticals. At the top of its priority list is the compelling need to maintain food safety and an ability to track product lots quickly and accurately.

"Lot traceability is extremely important to a business as highly regulated and quality-control focused as ours," says Dan Heidersheit, the worldwide IT director of Kemin. "If you don't follow the safety guidelines, you can potentially go out of business."

In addition to lot traceability, Kemin needs to deliver products to customers on time and keep costs under control. Having immediate access to information and operating efficiently are crucial to running a successful operation.

The Solution

"We had been using Lawson products for about seven years in one of our divisions; we liked the products and they worked," says Heidersheit. "This led us to further expand our offering through Lawson. We made the decision to move everyone throughout our operation in all locations to a single Lawson solution."

Since the Lawson implementation, Kemin has consolidated five systems into one. The company has ten manufacturing locations and another ten locations around the globe using Lawson products. Approximately 400 Kemin employees around the world are using the new system.

"We have everybody around the world on one system, so we can very quickly pull data together," says Heidersheit. "We also have continuous lot tracking between business units. From a financial standpoint, we have one system pull for data for worldwide consolidation and we're cutting down the number of days to close our books. Also, formulas for various products located throughout the world can be used at one location."

Kemin is also able to respond more quickly to customer requests because of the links created by Lawson between business units. For global customers, Kemin has assigned item and customer numbers to track orders, which enhances customer service responsiveness.

"Lawson provides us with the integrated, scalable information infrastructure we need to drive efficiencies at both the management and operational levels. With a global system, we can standardize our business processes, procedures and terminology and enable information to flow to the right people at the right time, so they can make timely, informed decisions," says Heidersheit.

All of this combined helps Kemin move higher quality products throughout its entire supply chain. "In our world, we – and all of our competitors – are trying to convince customers that we can add the most value so they in turn can add value to their customers," says Heidersheit. "Our ability to function efficiently enables us to do just that."

Business Outcomes

Kemin achieved the following:

- Improved lot tracing for recalls: The US Food and Drug Administration requires companies such as Kemin to respond to a recall in four hours. Since the Lawson go-live, Kemin can respond in 30 minutes.
- Cutting the month-end close cycle in half: The company has accomplished that goal and is now pushing to reduce the cycle even more.
- Greater efficiencies: The same number of staff is now able to accomplish even more than before the installation.
- Better disaster recovery time: A backup system is in place that will have Kemin up and running within 15 minutes of the original system going down.
- Faster response to special requests: Before the implementation, it would have taken weeks to change an existing invoice. Kemin now can make the change in a week.

"Lawson is going in a really good direction with its technology platform," says Heidersheit. "As a result, I think there will be many improvements and benefits for all Lawson customers."

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