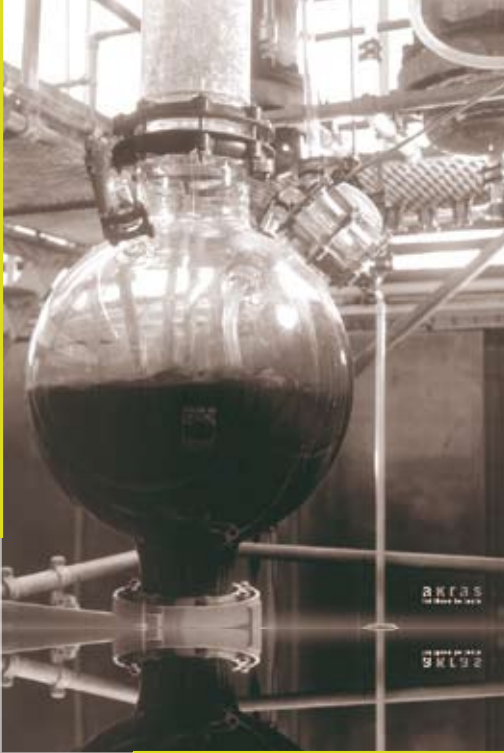


CUSTOMER PROFILE

FOOD & BEVERAGE

LAWSON AT AKRAS FLAVOURS



AKRAS Flavours Streamlines Operations with Lawson M3

Innovation, flexibility, reliability and protection of the environment are the four cardinal elements in AKRAS Flavours' corporate philosophy. The Lawson M3 System meets these quality requirements.

“It was important to AKRAS Flavours to find a system whose standard version supports the majority of the company's activities without limiting our flexibility. In other words, a system that conforms to the company, not the other way around.”

Robert Machaczek, IT Support, AKRAS Flavours AG



Business Benefits

For more than 60 years, AKRAS Flavours AG has been synonymous with efficient product development and innovations in the field of natural and nature identical aromas, basic substances and extracts. As a manufacturer, the company demonstrates the utmost flexibility and a keen awareness of new trends in order to create reliable solutions in aroma and food technology. In addition, it provides its partners with comprehensive services that extend well beyond the production sphere.

Responsiveness to rapid changes in consumer behavior is a must for manufacturers of aromas, basic substances and extracts in the food industry. Meeting customers' requirements for timely delivery anytime as well as their demand for new products and ideas calls for reliable and flexible solutions. In fact, the top priority at AKRAS Flavours is flexibility. To succeed despite convenience products' short product cycles and changing market conditions, the company has selected the Lawson M3 system to update its information technology.

The Company

Established in 1938 by Anton Krasny from Vienna, AKRAS evolved from a distributor of chemicals to an international industrial company. As AKRAS continued to grow, the company established its offices around the globe starting in the 1970s and expanded its operations to include partners. In response to the growing globalization trend, the company changed its legal form and name to AKRAS Flavours AG in 1998.

AKRAS Flavours AG supplies customers around the world with flavoring products. These products span the array of aromas, extracts and basic substances for any application where good flavor and a pleasant smell are important. The company supplies about 6,000 of the most diverse aromas to the food industry. Its aromas, basic substances and extracts are used in alcoholic and nonalcoholic beverages, ice cream and dairy products, seasoned deli items, meat and canned products, candies and pastries as well as tobacco products.

Why Lawson?

In the past, a large portion of the company's accounting, logistics and production relied on proprietary software programs. Any change in consumer behavior required adapting or replacing these programs. Further more existing server hardware and database structure were no longer able to meet AKRAS Flavours' high reliability requirements.

A key factor in favor of Lawson M3 was the broad range of functionality of this integrated solution and that it met many of the company's requirements in its standard version. The flexibility of Lawson M3 makes it possible to adapt to new requirements anytime. Above all it was the user-friendly database structure of the ERP solution that won the company over.

The Implementation

The introduction of Lawson M3 enterprise management solution made it possible to implement a uniform information structure throughout the company. Lawson's intensive training combined with joint analyses and coordination by project teams enabled a conversion to version 11.3 in just eight months. In addition to accounting and controlling, the entire logistics chain from purchasing to inventory management to shipping is now supported by Lawson M3. Production is also integrated.

“Reliability and the database structure of the Lawson M3 system were the key factors in our decision to go with Lawson.”

Robert Machaczek,
IT Support, AKRAS Flavours AG



“We are very comfortable with the investments we have made. The database structure of Lawson M3 is convenient to work with and makes it much easier to generate the data required for decisions.”

Robert Machaczek,
IT Support, AKRAS Flavours AG

The open database structure enables all 50 users to display and analyze key figures from accounting and production in various formats anytime. Lawson M3 collaboration applications have enabled AKRAS Flavours to manage the growing data volume. As a case in point, Lawson M3 visualizes the interactions of production planning and purchasing in a way that meets day-to-day production requirements. The system integrates data from widely different sources and enables the user to evaluate and optimize workflows in diverse simulation environments. It also ensures a decision-making process that is optimized for each individual customer order.

Future Plans

Since the introduction of the new Lawson M3 collaboration applications, AKRAS Flavours has been able to avoid bottlenecks while substantially accelerating its process chain. The company is not currently planning to expand into other areas with Lawson M3, since the conversion to 11.3 was completed recently and it fully meets the requirements that AKRAS Flavours has defined for the new system. With the new system, AKRAS Flavours is also fully prepared to satisfy future preferences in flavors and aromas.

About the Solution

At AKRAS, Lawson M3 supports the following business processes: sales and distribution, warehouse management, manufacturing, purchasing, financial accounting and controlling.

**Headquarters:****USA**

380 St. Peter Street
St. Paul, MN 55102-1302
Tel +1 651 767 7000
info@lawson.com

Regional Offices:**Americas**

Brazil, Chile, Canada,
Mexico, Honduras,
United States, Venezuela

United States

Tel +1 651 767 7000
infous@lawson.com

Asia

China, Hong Kong,
India, Indonesia, Japan,
Korea, Malaysia,
Philippines, Singapore,
Taiwan, Thailand, Vietnam

Singapore

Tel +65 6788 8769
Fax +65 6788 8757
infoasia@lawson.com

Australia & Oceania

Australia, New Zealand

Australia

Tel +61 2 8437 5600
Fax +61 2 8437 5699
infoanz@lawson.com

Northern Europe

Denmark, Estonia, Finland,
Norway, Sweden

Sweden

Tel +46 8 5552 5000
Fax +46 8 5552 5999
infonordic@lawson.com

Northwestern Europe

Belgium, The Netherlands,
Ireland, South Africa,
United Kingdom

United Kingdom

Tel +44 1344 360273
Fax +44 1344 868351
infonw@lawson.com

Central Europe

Austria, Czech Republic,
Germany, Hungary,
Poland, Slovakia,
Switzerland

Germany

Tel +49 2103 89060
Fax +49 2103 8906 199
infoce@lawson.com

Southern Europe

France, Israel, Italy,
Portugal, Spain

France

Tel +33 1 34 20 80 00
Fax +33 1 40 39 25 07
infosof@lawson.com

www.lawson.com

About AKRAS Flavours AG

AKRAS Flavours AG is a leading company in the food industry, well-known as a manufacturer of natural and nature identical aromas, basic substances and extracts. AKRAS Flavours AG is based south of Vienna in Biedermannsdorf. With subsidiaries in Lebanon and the Czech Republic as well as partners in North and South America, Africa, Asia, Australia and the Middle East, AKRAS Flavours AG has become synonymous with flexibility and innovation in aroma and food technology. The company has approximately 100 employees and annual sales of EUR 22.5 million.