

LAWSON™



Lawson Business Intelligence

Operational Performance Management



Clear, actionable insights make a distinct 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.

Clearly, business intelligence can play a central role in the smooth, profitable operation of your service enterprise. Without it, the organization works against itself. Time and resources are wasted. Profitability may 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.

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. Invariably, 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 which 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 customers

Lawson Business Intelligence is an excellent choice for Lawson S3 Enterprise Management System customers like you who want to boost your operational performance management.

Why?

Because Lawson Business Intelligence offers a set of unique 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.

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:

- How quickly you get relevant, in-context, actionable business intelligence, even when it's housed in multiple systems
- How powerful, proactive notifications contribute to timely decision making and follow through
- How easily and transparently you navigate from alerts to interactive analysis to detailed reports and even to transactions
- How out-of-the-box integration and content help lessen the risks associated with a business intelligence program
- How rapidly you realize a return on investment, thanks to the excellent total cost of ownership

“When we started using Lawson Business Intelligence, we thought we were getting dashboards to make our reports to management look nice — which they did. However, it didn’t take us long to realize we were getting a much broader solution, one that would enable business process automation and improvement.”

Rick Winters
Director of Application Services
ACTS Retirement Communities

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.

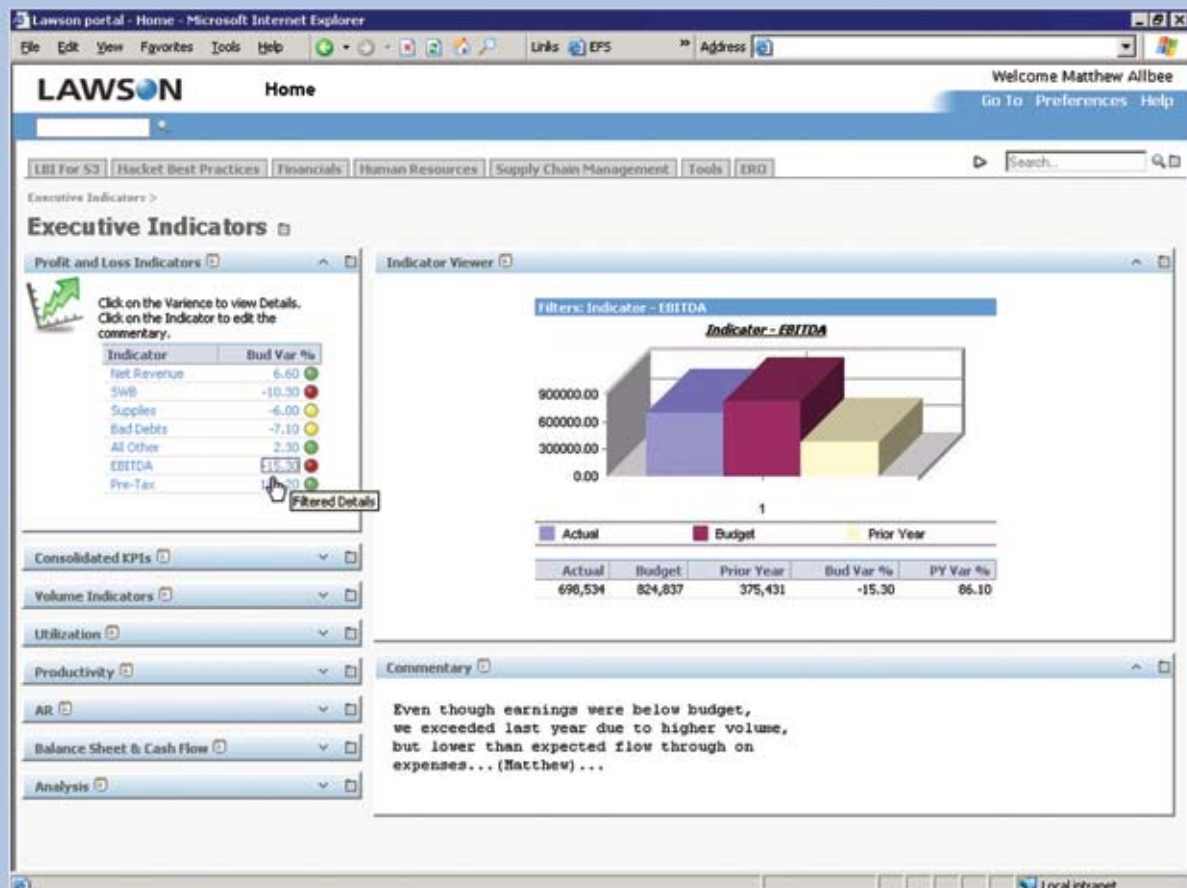
Each dashboard can contain a full complement of links to reports, notifications, scorecards, and transactions personalized to a particular role, whether it’s managing employee expenses or managing vendors.

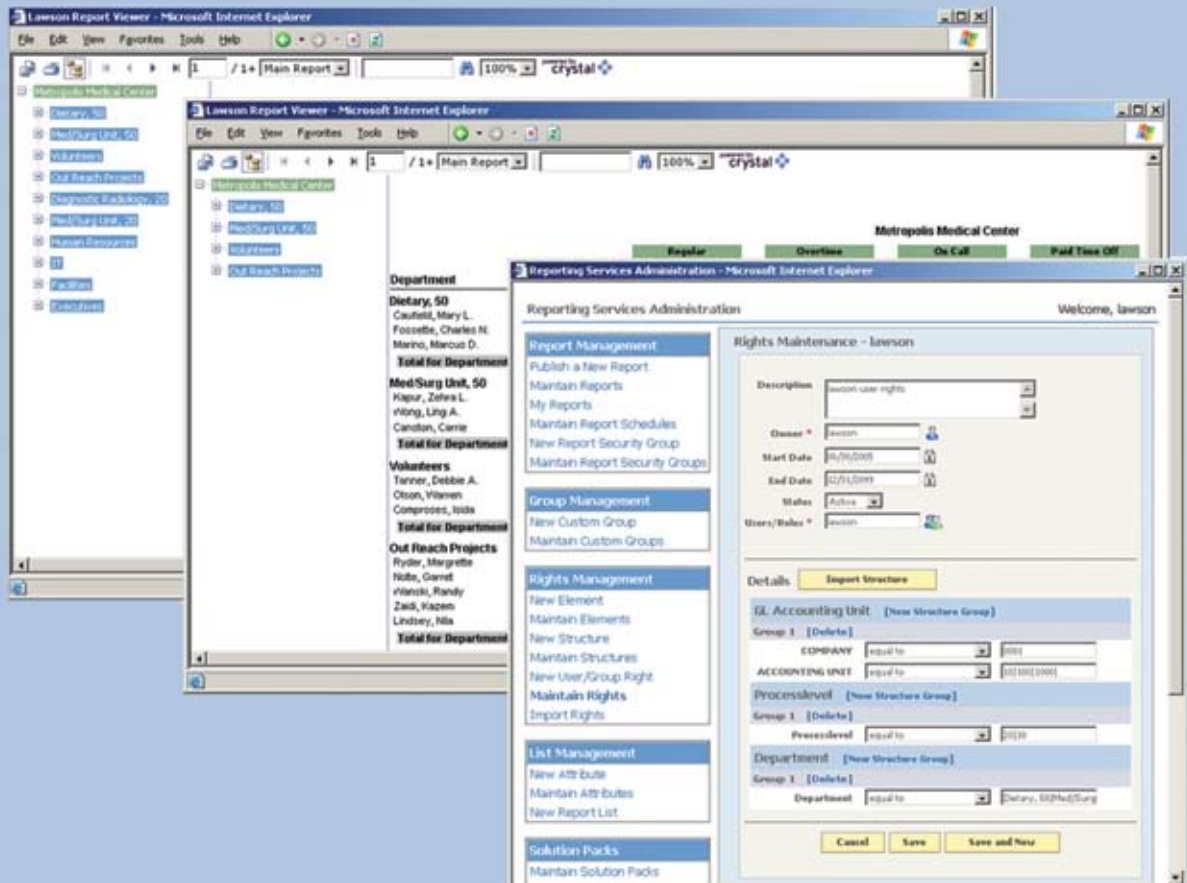
From a single, efficient dashboard, you can navigate to any of the available business intelligence or transactions without having to enter your user ID and password every time you open a new application. Talk about saving time — and saved time is like money in the bank.

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 repackage 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 from both Lawson and non-Lawson data.





Reporting services and administration

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% or more.

The reporting possibilities are extensive. For example:

Managers in several locations receive periodic reports (e.g., weekly, monthly, annually) with employee payroll, benefits and tax expense. Each manager sees only the data for his or her location, without time-wasting irrelevant information. To enhance understanding, this information may be packaged to show contextual relationships, such as trends in payroll spending (e.g., "percentage of last year") within the manager's department or from other segments of the business.

Customized or pre-built content? With Lawson Business Intelligence, you can have both!

One of the hallmarks of Lawson Business Intelligence is flexibility. You can customize the system to meet your unique set of needs. At the same time, we give you the option of using pre-built content right out of the gate supporting your goal to quickly begin realizing value from Lawson Business Intelligence. Following is a small sample of the pre-built content at your fingertips:

47 pre-built Lawson Smart Notifications, including:

- Covered student dependents who are approaching 25 years old; support for recently hired employees
- Accounts payable out-of-balance invoices; employee expense watch
- Vendor performance analysis; critical stock analysis — zero availability

37 pre-built Lawson ProcessFlow workflows, including:

- Multilevel action approval; job requisition approval
- Journal entry approval; cost allocation; activity budget change order release
- Activity budget exceeded; reconciliation invoice message; inspection required

12 pre-built Lawson data marts:

Templates within Lawson Analytic Architect permit you to gather relevant financial, human resources, and supply chain information from Lawson transactional applications and translate it into analytical formats; data may be viewed with Lawson Scorecard or other “open” tools such as Microsoft Excel.

At Lawson, we know you can't put your business on hold — the pace of commerce is too fast. The pre-built tools included with Lawson Business Intelligence help position you to maintain a steady course, even while you move swiftly forward with your improvements to operational performance.




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 S3 System and to those in other systems.

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. 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's consuming an item, and they electronically transfer stock from another location, avoiding costly rush orders.
- A facility manager receives a notification when demand has exhausted the current staffing capacity, and overtime is imminent. The message contains the names and contact information of employees who are qualified for the work and who have worked less than 40 hours in the current pay period. If desired, the manager can drill into Lawson Human Capital Management for more detailed information about each potential worker; such as whether certifications and training are up to date. Meanwhile...


Smart Notification: Agreement Price Increase 5%

About this notification:

Agreement Pricing Increases by 5% in the Past Week

Item	Uom	Ven-agrmt-ref	Description	Povagrnmthd description	Base-cost	Base-cost	Options
000079	EA	1000580-4000	SPLINT GELCAST 50/50 RT	Bird & Cronin Contract Pricing	\$32.00	\$26.25	Details
000093	EA	1000580-4000	COLLAR CERV EAGAN INFT STFNCX	Bird & Cronin Contract Pricing	\$6.50	\$4.66	Details
000095	EA	1000580-4000	COLLAR CERV STFNCX LOWNECK	Bird & Cronin Contract Pricing	\$7.00	\$4.66	Details
000097	EA	1000580-4000	COLLAR CERV EAGAN TALL STFNCX	Bird & Cronin Contract Pricing	\$7.50	\$4.66	Details
000101	EA	1000580-4000	COLLAR CERV SOFT XLG	Bird & Cronin Contract Pricing	\$4.25	\$2.76	Details

Condition Applied - Data from Agreement Pricing - Base-cost goes up by 5% or more

Related Links and Options

[Options](#)

General Information

System <http://hpfinprd02:8282/lsn/> (hpfinprd02)

Group Procurement

Data Source Agreement Pricing Non Hold as of 3/9/06 5:50 AM

Generated March 9, 2006 6:27:37 AM CST

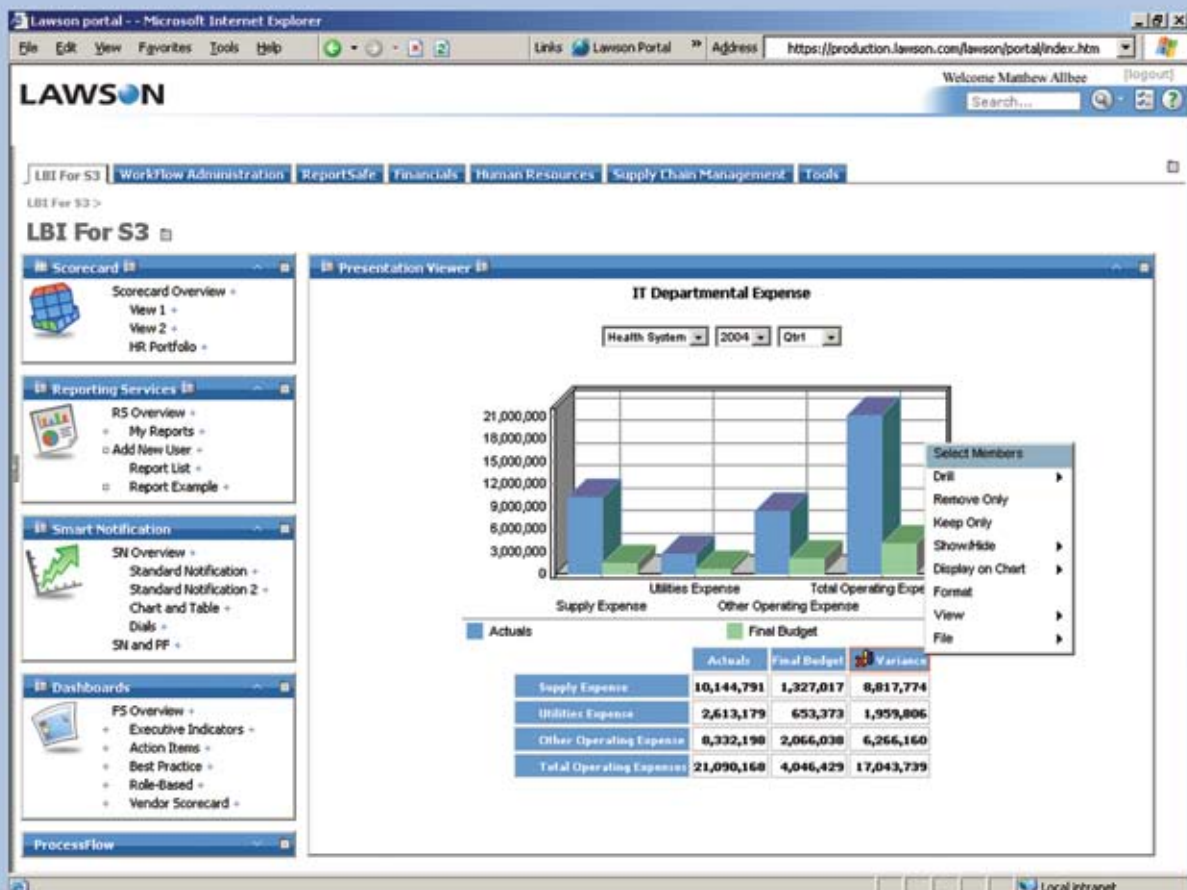
Content Id 2463

- In the home office, HR staff receive a similar notification; theirs contains links to time records, helping them understand why overtime has increased for this facility. They use this information to determine whether additional staffing is needed. If warranted, an HR staff member can click on a link launching a job requisition; it includes a Lawson ProcessFlow workflow, pre-populated for the facility, department, position, and grade level.

Scorecard Analysis

Wouldn't it be great if you could create easy-to-digest reports against your existing Essbase or Analytic Services multidimensional (OLAP) 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.





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

Lawson Business Intelligence holds an important key to enhancing operational performance, from the point a decision maker is alerted to an issue, through analysis of the issue, and finally to action that supports corporate objectives. Here's a scenario that illustrates how the various components of Lawson Business Intelligence can work as a unified system:

The company's HR director, Mr. Smith, receives via his dashboard, a Lawson Smart Notification message listing all new hires for the week. Status icons show, at a glance, what has been done for each employee. Links let him access Lawson forms or reports that provide detail about the individual. If he so chooses, Mr. Smith can drill into an item for more detail.

A red status icon, for example, indicates that an employee has been waiting for a laptop computer beyond an acceptable time period. From an action link in the notification, Mr. Smith then launches an e-mail inquiry or workflow to expedite resolution of the situation. Other icons might alert Mr. Smith to employees who have not enrolled in benefits or completed a required training course. "Action links" allow him to update records, approve a request, or escalate issues to another level.

The organization's Lawson Business Intelligence system may include links to external sources, supporting best business practices and regulatory compliance. For instance, by linking to the U.S. Department of Homeland Security's ICE Mutual Agreement between Government and Employers (IMAGE) program, the company takes an important step toward ensuring a legal workforce.

The Bottom Line

Real answers to important business questions

Companies today typically have a torrent 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.

Lawson integrates the transaction world with the analytical world by linking transactions to executives and analysts and then linking the actions they take back into the transaction systems. In effect, Lawson takes a closed loop approach to move from business processes to analytics and back from a analytics to business processes. By getting real answers to important business questions, you can confidently analyze, plan for, and react to always-changing business conditions.



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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. Call us at 1-800-477-1357, +1-651-767-7000, or internationally at +46 8 5552 5000.

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