



## Lawson M3 – Now Available in the Clouds

The Lawson M3 system can run in both external and internal clouds. This means that Lawson's customers can choose how much of the operation and maintenance of the ERP system they wish to manage themselves. The external solution is first and foremost for companies that do not want to or cannot deal with the large initial costs associated with installing a new business

system. Instead of purchasing new hardware and paying for all the necessary licenses in advance, it is now possible to only pay a monthly fee, which covers everything to do with installation, operation and maintenance.

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## The Softer Side of Fashion

Of course, most of you think the softer side of fashion for an article in a Lawson newsletter would be software. Or perhaps we should call it softwear. Perhaps we should explore some of the softer advantages and benefits of Lawson for Fashion. Sure, the fashion business is a business, and it's our job at Lawson to help our fashion customers trim waste, get to

market faster, ship and package better, faster and cheaper. We are also here to make the business of fashion as silky smooth as velvet and as crisp as organdy. Brooks Sports is a leading manufacturer of high-performance running shoes, apparel and accessories.

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## What's New about Lawson for Fashion?

Thanks to industry experience going back to 1992 and its more than 350 fashion customers worldwide, Lawson can truly say it knows a thing or two about the fashion industry. Our latest industry-specific software system for fashion companies, Lawson

for Fashion, is derived from this in-depth expertise, using proven industry processes and our experience from hundreds of implementations.

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## Customer Feedback

Customer feedback on its products is important to the Lawson fashion team. In fact, over the last two years, Lawson has delivered a number of updates to Lawson Fashion Product Lifecycle Management (PLM) based directly on this feedback. The latest application release, Lawson Fashion PLM 3.7, is no exception.

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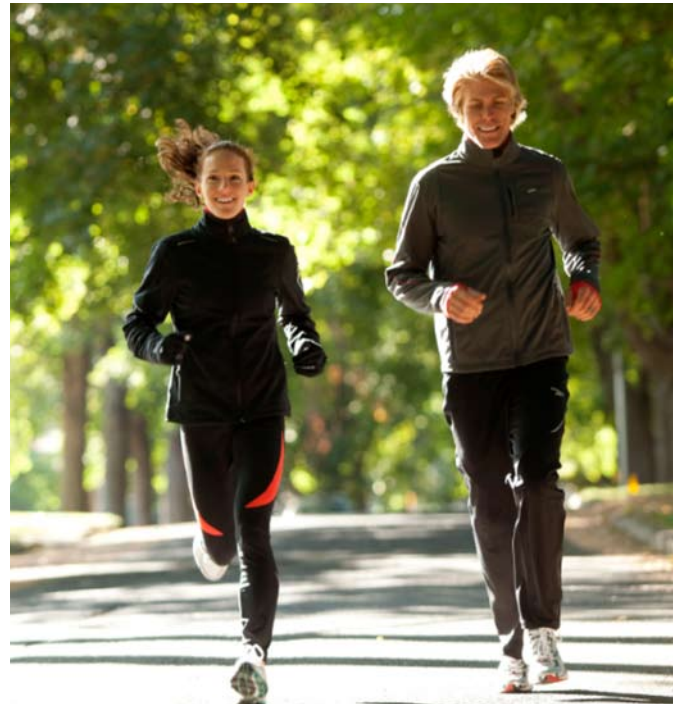
# The Softer Side of Fashion

(cont. from page 1)

The company went live with Lawson M3 back in 2008 after two years of preparation and went live in October 2010 with Lawson for Fashion.

Laurie Hayward, vice president of customer operations at Brooks Sports, says Lawson has helped her company grow at double-digit rates per year without adding significant staff, capital equipment, buildings or investments. The software has provided visibility and clarity to Brooks' everyday operations. It has assisted with virtually every facet of the organization's operations, from procurement to shipping. Most Wall Street types would be grinning, lighting up their cigars and thrusting their thumbs into their belt loops at this point.

Return on investment is good, darn good. And Brooks Sports has gone on record to tell us all about how working with Lawson has helped make the cash registers ring. But the company also has a story to tell about the softer benefits of Lawson software.



## Snuggly as Fleece: Less Transition Anxiety

When the company went live in August 2008 with the full M3 ERP suite, Laurie Hayward called the switchover a success. When Brooks went live with Lawson for Fashion in October 2010, the transition was seamless. "It went so smoothly the first time, I had no reason to believe that there will be any troubles with this second transition," she says. Excuse the analogy, but it was like slipping into a comfortable pair of shoes.

### Another Soft Story: Improved Operations and Peace of Mind

Two components of the software—supply chain and bulk order functionality—add layers of operational productivity and operational confidence. Supply chain functionality helps give the entire organization the visibility it needs to connect many purchase orders to a customer order or connect multiple customer orders to a purchase order. The flexibility helps Brooks meet its business needs to deliver to all types of customers. The warehouse no longer needs to wait until the product arrives to decide who gets priority. "It gives our supply chain complete flexibility and control of which retailer receives what products," Hayward says.

Bulk order functionality has similar advantages. Say a retailer orders 1,000 pairs of shoes. It notifies Brooks six months in advance and submits an order of approximately what it wants, so Brooks can plan to build the product. Not until a week or so before the requested ship date does the retailer provide Brooks with the specific information about how to pack the product and what product goes to either a distribution center

or directly to the store. The bulk order functionality allows Brooks to put the order into its system in advance and then, with a couple simple steps, turn the order into exactly what the distribution center needs for shipping. If the retailer doesn't take the product quantity or assortment it originally ordered, Brooks knows right away and can manage and communicate issues within minutes.

The supply chain and bulk order components also help keep the warehouse informed about what gets shipped and does so in real time without refreshes or backups. These components help to streamline the supply chain process and can give a 50,000-foot view or a 100-foot view. "We can see the big picture of products as they move through our distribution. I waited to have that capability, and now I am elated to have it," Hayward says.

"As we grow, people get busier, which makes communicating difficult. When we all have this kind of visibility, we can be more proactive. This clarity eliminates the mistakes that can take so much time to correct. We spend less time fixing things that should not have gone awry in the first place. This reduces stress and makes everyone's job easier and more efficient. If something does go wrong, we find it early on so we can have an appropriate conversation with our team and, if need be, our customer," states Hayward.

And, speaking of growth, Brooks Sports is up a healthy percentage for 2010. "The added functionality allowed us to push more product through distribution. We added more customers, customers who placed larger orders. And all this without adding headcount. It's news our management team likes to hear."

### Soft Touch Story No. 3: Improved Employee Satisfaction and Pride

With a train-the-trainer approach to learning the software, Brooks Sports had buy-in from users early on because they all became process owners. "Automation makes people feel better. It had a peaceful, calming effect on us all," Hayward says. "They walk around with their scanners on their belts. You can see the pride in their faces. And not one employee left the company. This software eliminated all the chaos. Now employees can focus on higher-level, more 'pie-in-the-sky' type improvements. They feel empowered. It's less stressful and we have high job satisfaction. This is all part of why everyone wants to tour our distribution center!"

### Soft Touch Story No. 4: Smooth as Silk Warehousing Without Chaos

Brooks Sports now has a distribution center that is the envy of many in the footwear and apparel business. It was not always that way; the old system did not know where all the inventory was located. Folks ran around inefficiently. Spreadsheets tracked

some inventory locations, but only a few employees updated them. If one of those people was gone for the day, work became even more disorganized and stressful.

Now all inventory movement is recorded with hand-held scanners. This helped to streamline the warehouse and greatly simplified the receiving, picking, packing and shipping processes from start to finish. "We are delivering better than ever," Hayward says. Automating the distribution side has made a big difference. Before the scanners, picking was done manually with paper and pencil. It was labor intensive, slow and prone to errors. That's all been remedied. Lawson for Fashion has given Brooks Sports even greater scanner and inventory functionality.

### The Return on Investment

Brooks Sports got all the right ROI from the financial and business side of Lawson software. But it also gained higher return on lower stress levels, improved safety conditions, less chaos, worker pride and higher employee and customer satisfaction. Now that's what we call turning great software into great software.

## Lawson M3 – Now Available in the Clouds

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Henrik Billgren, vice president industry and product management at Lawson: "With our solution, each customer gets its own application in the cloud. This means that the system can be customized to suit for the customers' unique processes in a way that is not possible if you can only make smaller configurations in an application that many others are also using. With our solution, customers are given greater possibilities to develop their own business critical processes in order to increase their own competitiveness".

Lawson uses the Amazon's EC2 cloud infrastructure which means that the solution is very scalable and reliable.

For those unsure whether or not a cloud service can really meet all the needs that the organization itself requires of an ERP system, it is possible to test the system before deciding to subscribe to the cloud service. "With help from Lawson Test Drive, customers can test parts of the system for free for a while and see how their own business processes and data can be handled through the cloud and what advantages it can give".

Companies that already have an ERP system may not be willing to put everything in an external cloud, but may still want to gain the advantages of flexibility and scalability that a cloud can provide. In this case, there is the possibility to use Lawson M3 in an internal cloud. The company uses its own hardware and can run the ERP system on virtual or physical servers. Lawson Grid Technology is used. Henrik Billgren comments: "We have developed the Grid to be able to gain the same elasticity in an internal cloud as in an external cloud. With the Grid, automatic load balancing is achieved over a number of servers, so when the ERP needs a lot of computing power, it can quickly use the resources of many servers. And

when the need reduces, the resources of the servers are set free to be used for other things". Those ones who start with an external solution can easily change to an internal solution if they want to be in charge of the operation once the subscription period has expired.



# What's New about Lawson for Fashion?

(cont. from page 1)

The newest version of Lawson for Fashion is based on our most comprehensive Lawson M3 Enterprise Management System release ever, Lawson M3 10.1. With more than 235 new and enhanced features, it can help increase your efficiency and help make your business stronger.

So what is new or improved in Lawson for Fashion? Here comes a quick snapshot.

Lawson for Fashion:

- Designed to make it easier for you to upgrade and maintain your Lawson M3 solution. We've used the latest technologies to help ensure you'll be enabled for "cloud computing," and created self-service functions to help you stay in control and on top of corrections.
- Includes Lawson Enterprise Search which allows you to look for the information you need – Google™ style. This new, user- friendly search function is designed to help you find useful, actionable data quickly and easily.
- Allows you to share information with colleagues in a whole new way. You can now create bookmarks that you can send to a colleague in an e-mail or chat box – just like in your own social networks – facilitating a faster, more collaborative working process.
- Delivers enhanced package management capabilities which enables you to control and monitor your end-to-end supply chain in a far more flexible and efficient manner. Now you can identify your goods no matter where they are in the supply chain.
- Provides new bulk order management functionality which means that your customers can place an advance order, then later create call-off or distribution orders with the exact quantities per style/color/size and the delivery details.
- Allows you to define new collections, plan store assortments and manage the replenishment of inventory in your stores with Assortment Replenishment Planner.

Better assortment planning leads to fewer stock-outs helping you to respond more rapidly to changing consumer demand.

- Assists you in transferring styles quickly and easily between Fashion PLM and your core Lawson M3 10.1 Business Engine using a standard interface. This helps reduce errors allowing for more consistent information in your systems.

## Propper Pilots the New Lawson for Fashion

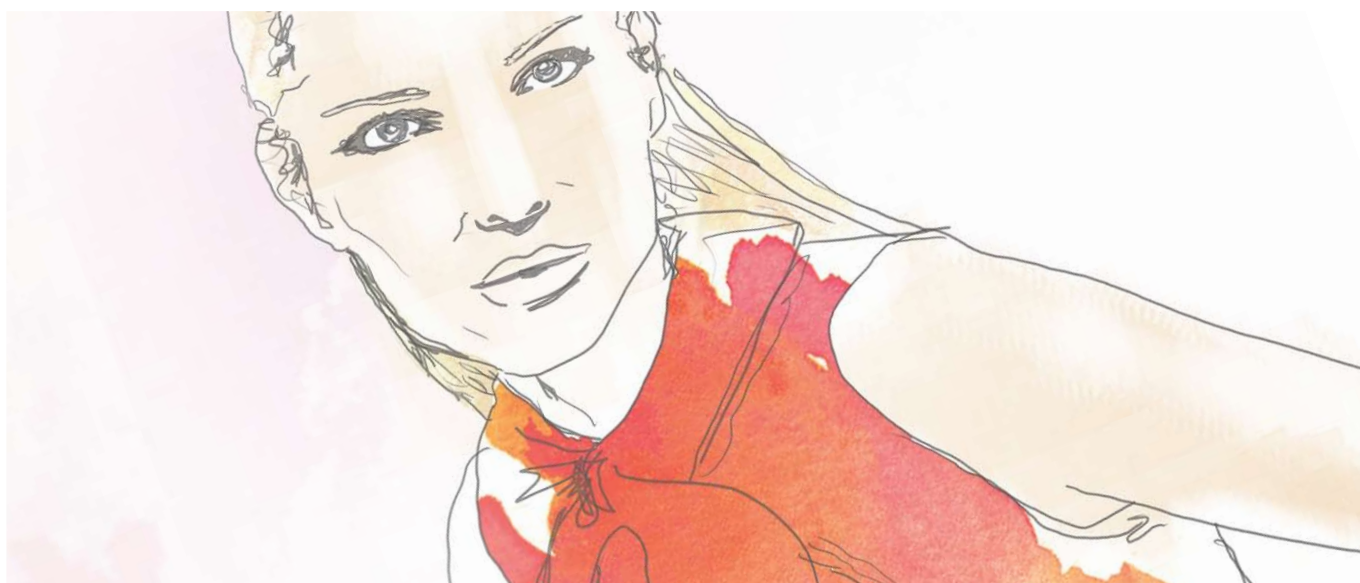
Propper International, Inc., a leading apparel manufacturer specializing in military and law enforcement gear, is among the first Lawson customers to move to the latest version of the Lawson system. Propper, which is one of the largest suppliers of uniforms to the U.S. Department of Defense, is using the system to help it streamline key business processes relating to production and business management.

"When we got an advance look at the new Lawson for Fashion offering with its M3 10.1 Enterprise Management system, it really impressed us and we became a pilot site. The numerous enhancements and new features are tailored around our industry-specific needs and proven best practices," says Devin McCarthy, IT director for Propper.

"With all our data and information in Lawson for Fashion, we are able to connect business processes from initial product concept to delivery to the end customer, which helped us to maximize efficiency and agility at Propper."

According to Bob McKee, strategy director for fashion at Lawson, brands today must find ways to quickly turn inventory into cash, adhere to new and evolving regulatory requirements, anticipate fashion trends, and navigate shrinking retail channels and increasing production challenges.

Lawson for Fashion addresses these needs and helps fashion companies improve profits, combat chargebacks and accelerate product time-to-market, while helping reduce software implementation time.





# Customer Feedback Spurs Updates to Lawson Fashion PLM 3.7

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The new version offers further enhancements to the interface between Lawson Fashion PLM and the core Lawson ERP system. It also adds ten functional enhancements to the previous list of 64 features, including the following:

- The Lawson Fashion PLM to Lawson ERP interface now supports the updating of style information for colorways or sizes which have been added or removed from a style, helping fashion companies save time and reduce the need for manual changes.
- Mass updating of style information held within product manager helps improve user productivity and shorten time-to-market.
- The fabric and trim module now includes new user-definable search fields for fabric and trim, extending the capabilities previously introduced for product searches within the product manager module.

## Fast Fashion

Lawson Fashion PLM is a comprehensive product lifecycle management tool designed for retailers and manufacturers of apparel, home textiles and accessories. It is comprised of six main modules:

- Storyboard
- Line Optimizer
- Fabric and Trim
- Product Manager
- Workflow
- Source

This flexible, collaborative, web-based suite of applications facilitates the management of products, from design all the way through to production. It helps you to innovate faster, but with more accuracy and with greater input from both your internal and external partners.

“Fast fashion” is driving the need for solutions to support the product design and development process at many apparel companies, and Lawson Fashion PLM can help your organization improve the links in your company's supply chain to help reduce the total lead-time from concept to consumer.

## The Lawson Fashion Team

The Lawson Fashion PLM solution has been developed by a team that understands the apparel industry. Thanks to the expertise gained from collaborating with their fashion customers across apparel, footwear, textiles and accessories, spanning everything from manufacturing to retail, you can rest assured that Lawson understands your challenges.

Lawson provides additional context about challenges and opportunities in the fashion industry through the [Lawson Fashion blog](#), authored by Bob McKee, fashion industry strategy director for Lawson.

# New Lawson QuickStep for Fashion Solution Supports Faster Time-to-Value for Sourcing Companies



ST. PAUL, Minn., Oct. 12, 2010 – Lawson Software (Nasdaq: LWSN) today announced the general availability of the latest version of [Lawson QuickStep for Fashion](#), a pre-configured enterprise software package designed for faster implementation and faster time-to-value for Lawson fashion customers. The new release includes two variants, both featuring many enhancements for the fashion industry. The first is Lawson QuickStep for Fashion, which is designed for manufacturing

companies or companies with a mix of manufacturing and sourcing business. The second variant is [Lawson QuickStep for Fashion Sourcing](#), which is designed specifically for brand owners that design, source, and distribute – but do not manufacture their own products.

Lawson QuickStep solutions package Lawson's industry-specific functionality with the company's deep knowledge and understanding of [sourcing](#), distribution, manufacturing and sales. It's based on Lawson's expertise gained through thousands of customer implementations worldwide. The new [fashion ERP](#) systems introduced today are based on the latest version of the Lawson M3 Enterprise Management System, Lawson M3, version 10.1. As Lawson QuickStep offerings, they are designed to support more than 70 percent of the core business processes of both fashion sourcing companies and manufacturers with little or no modification, which can help cut traditional [enterprise software implementation](#) times by up to 50 percent. By removing much of the complexity of an enterprise software deployment, Lawson helps companies save time and money, which can ultimately provide a faster return on investment.

Lawson QuickStep for Fashion Sourcing delivers industry-specific features and functions for mid-sized fashion companies. It addresses specific requirements of brand owners that design, source, and distribute – but do not manufacture their products. The solution comes with new specific roles and menus tailored to fashion sourcing product managers and planners.

Meanwhile, Lawson QuickStep for Fashion supports fashion manufacturers or companies that have a mix of manufacturing and sourcing requirements. This latest release of Lawson QuickStep for Fashion includes many application enhancements:

- An advanced costing and pricing toolbox that provides capabilities to help merchandisers source more effectively based on the cost of alternative supply methods.
- Bulk Orders, including tools to help create bulk order agreements and monitor of bulk orders.
- New processes for grouping and splitting deliveries, which gives sales and distribution more flexibility in how they create and manage deliveries.
- New resources to help support invoice matching on an aggregated level, such as matching by style.
- New package management functionality to help speed products through shipping and receiving, which helps reduce repacking, relabeling and handling costs. This new functionality allows companies to improve handling of pallets, boxes, and SKUs while providing a more accurate view of inventory.

- Additional credit limit functionality helps companies avoid blocking orders that need to be delivered immediately by improving how customer credit is managed.

"Lawson QuickStep solutions address two major challenges customers face – the need for industry-specific functionality and the need for rapid implementation," said Frédéric Champalbert, general manager, Lawson Fashion and Food & Beverage. "Lawson QuickStep for Fashion and QuickStep for Fashion Sourcing help our customers foster operational improvements and growth in a package that is simpler to own, implement and use."

## About Lawson Software

Lawson Software is a global provider of enterprise software. We provide business application software, maintenance and consulting to customers primarily in specific services, trade and manufacturing/distribution industries. We specialize in and target specific industries including healthcare, services, public sector, equipment service management & rental, manufacturing & distribution and consumer products industries. Our software solutions include Enterprise Financial Management, Human Capital Management, Business Intelligence, Asset Management, Enterprise Performance Management, Supply Chain Management, Service Management, Manufacturing Operations, Business Project Management and industry-tailored applications. Our applications help automate and integrate critical business processes, which enable our customers to collaborate with their partners, suppliers and

employees, reduce costs and enhance business or operational performance. Lawson is headquartered in St. Paul, Minn., and has offices around the world. Visit Lawson online at [www.lawson.com](http://www.lawson.com). For Lawson's listing on the First North exchange in Sweden, Remium AB is acting as the Certified Adviser.

## Forward-Looking Statements

This press release contains forward-looking statements that contain risks and uncertainties. These forward-looking statements contain statements of intent, belief or current expectations of Lawson Software and its management. Such forward-looking statements are not guarantees of future results and involve risks and uncertainties that may cause actual results to differ materially from the potential results discussed in the forward-looking statements. The company is not obligated to update forward-looking statements based on circumstances or events that occur in the future. Risks and uncertainties that may cause such differences include but are not limited to: uncertainties in the software industry; uncertainties as to when and whether the conditions for the recognition of deferred revenue will be satisfied; increased competition; the impact of foreign currency exchange rate fluctuations; continuation of the global recession and credit crisis; Lawson's ability to integrate the Healthvision acquisition successfully; changes in conditions in the company's targeted industries; the outcome of pending litigation and other risk factors listed in the company's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission. Lawson assumes no obligation to update any forward-looking information contained in this press release.

# Lawson Channel Partner Program

Lawson is a growing company, and our partner network is at the core of our growth strategy. Today there are more than 200 companies in the network covering countries from around the world – from Sweden to Singapore and from Canada to China.

## Partner Program

The Lawson Channel Partner Program is an important and growing part of how we sell, implement and support Lawson solutions at customers in markets not covered directly by Lawson offices. This includes countries or regions where Lawson does not have a direct presence, as well as specific market segments in countries that Lawson serves directly, however, the specialist knowledge and skills of a partner can deliver additional value.

In Lawson's financial year 2010, which ended on the 31 May, Lawson Channel Partners had an outstanding performance in what was still a challenging marketplace. We were delighted to welcome 37 new customers who came on board with our channel partners.

## The Future

The success of our partners in 2010 has proven the Lawson partner strategy. We are continuing to invest in channel infrastructure, including channel management and enablement. In fact, Lawson is doubling the size of the partner enablement team to better serve

partner needs and cater for future growth.





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# Lawson 'Live' at Events and Webinars

## IMB Select 2010

November 9-10, 2010  
Cologne Germany  
Lawson Booth #36 in Hall 9  
[www.imb-select.com](http://www.imb-select.com)

## Apparel Magazine Webinar

"Mitigate inventory risk at retail and still fulfill volatile demand"

- While most supply chains are incapable of perfectly matching supply with demand, firms that can replenish with smaller, more frequent batches will be able to avoid or reduce inventory risk.
- With increasing importance to proactively manage supply chains, there is one key element to mitigating inventory risk – "end-to-end" visibility

Panelists: James Su, VP Merchandising at The Apparel Group, Kirk Longo, VP Supply Chain Operations at The Apparel Group, and Bob McKee, Strategy Director – Fashion  
December 2, 2010 at 2PM (ET)  
Registration: [www.apparelmag.com](http://www.apparelmag.com)

## 2010 Apparel Tech Conference

November 10 – 11, 2010  
Fashion Institute of Technology, New York City  
Lawson exhibiting  
[www.apparelmag.com](http://www.apparelmag.com)

## Lawson for Fashion – Timepieces and Fashion Accessories

November 18, 2010  
La Montre Hermès, Bienne, Switzerland  
Celine.kahouadji@fr.lawson.com

