ERP and ASP Spells Success

Keith Alston, Vice President
LawsonTone

Agenda

- Introduction to Lawson Software
- Today's Market Dynamics
- Hosted Solutions
  - Finding the Right Fit
  - What are the Benefits
- ASP ready ERP Technology
- Summary

Founded in 1975

"Get a client… keep them forever"

- ✓ 26th year of operation
- ✓ Strong history of customer retention
- ✓ Over 3,000 customers

Lawson Software Global Presence

The Eras of Computing

Era	Mainframe	Mini-Computing	Client/Server	e-Business
Key to Dominance	Hardware Expertise	Operating System Expertise	Application Expertise	Industry Expertise e-Process Functionality
Dominant ERP	D&B M & D	J.D. Edwards	SAP Peoplesoft	???
Segment-ation	None, Custom	Platform	Application	Vertical Domains

Vertical Success

Healthcare

- Market Leader
- 8 of top 10 Integrated Delivery Networks (IDN's)
- 350 Clients *Including:*
  - *HCA (Columbia)*
  - *empactHealth.com*
  - *Memorial Healthcare System*
  - *HealthPartners*
- Rated #1 by KLAS

Professional Services

- Lawson's #1 Growth Industry
- 165 Clients including
  - Westaff
- 5 of top 20 PEO's

Vertical Success

Retail

- Lawson's largest installed base
- 25 of top 100 restaurant chains
- 20 of top 100 specialty chains
- 15 of top 100 North America retail chains
- Customers include:
  - Hard Rock Café International
  - Famous Footwear
  - Taco Cabana

Financial Services

- 175 Clients
- 132% year-year growth
- Customers include:
  - Union Central Life Ins. Co.
  - Dain Rauscher
  - Fortis Benefits Ins. Co.

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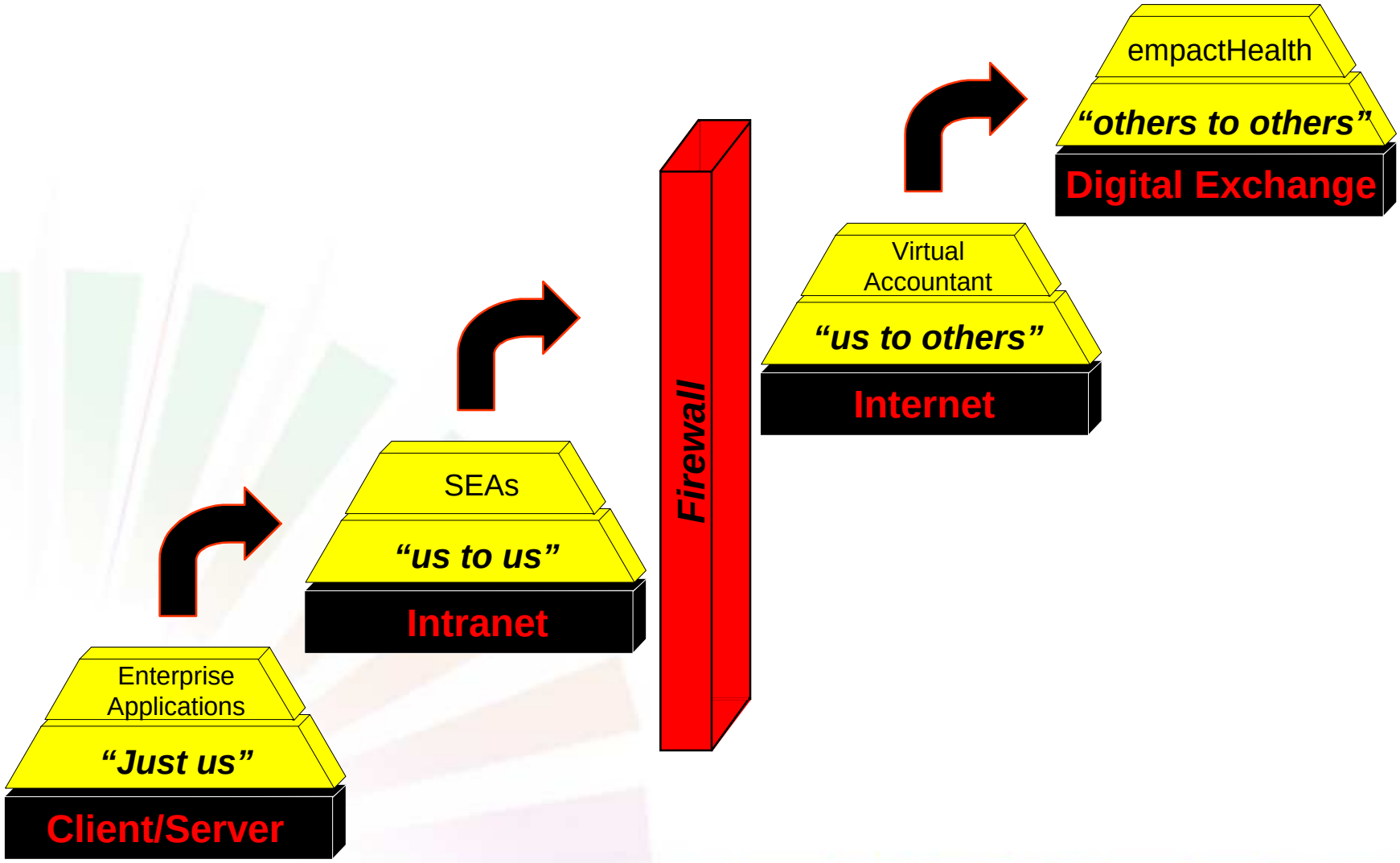
Today's Market Dynamics

- From Assets to Information
  - Stock Options
    - Stock Returns vs Option Returns
  - Aggregate information
    - Individual Buyer Info vs Group Buying patterns

Today's Market Dynamics

- From Assets to Information
- From Product to Service

ERP product to e-Services



Today's Market Dynamics

- From Asset to Information
- From Product to Service
- **From Money to Time**
- From Local to Mobile
- From Context to Core

It’s About Time

- Rapid Time to Market requirements
- Limited Resources-skilled labor shortage

Today's Market Dynamics

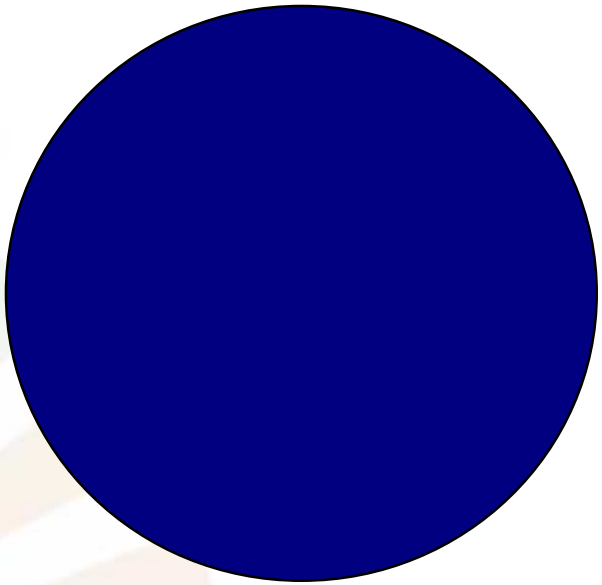
- From Asset to Information
- From Product to Service
- From Money to Time
- **From Local to Mobile**
- **From Context to Core**

Business Market Dynamics

Rapid Emergence of the Internet

Complex Integration & Computing Environments

Globalization



Rapid growth

Cost of Desired Applications

Shorter Opportunity Windows

Mobile workforce

Labor Shortages

Focus on Core Competencies

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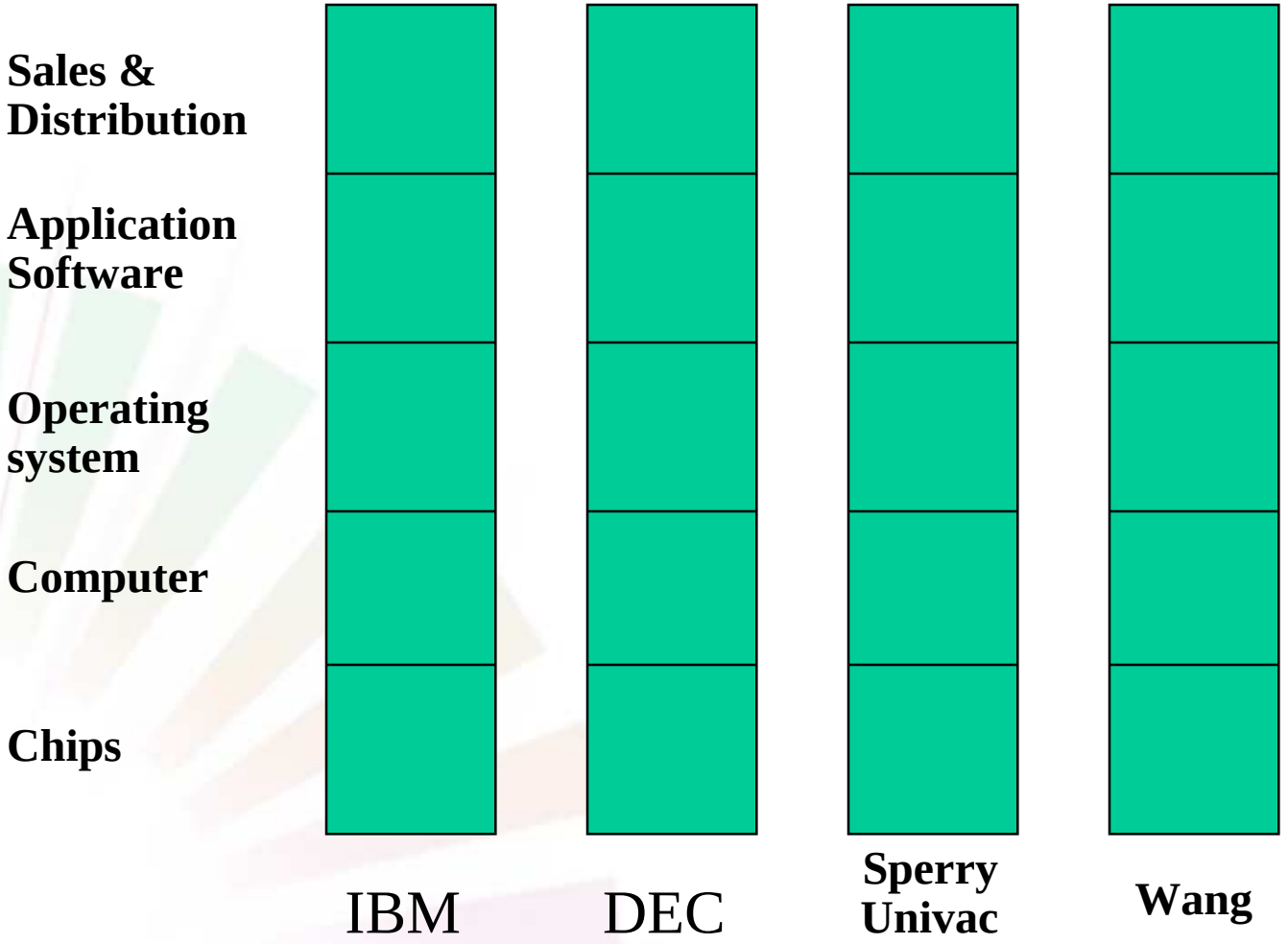
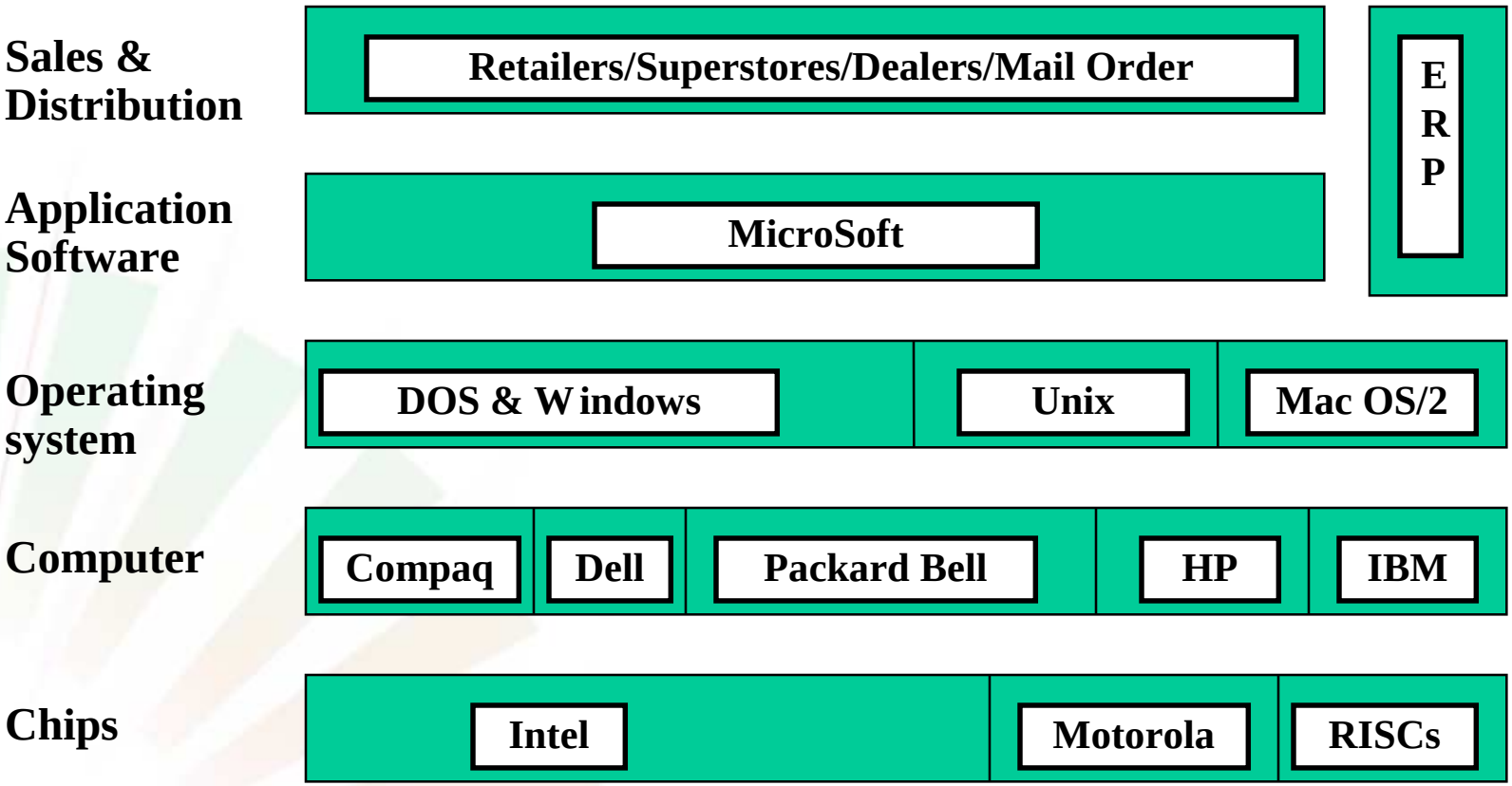
1980 Computer Industry Value Chain



1995 Computer Industry Value Chain



ASP Value Chain

Distribution Channel

Customer Acquisition

Market Segment Focus

B2B Exch | Pure Play | Portal | IT OutSG | BSPs | ISV's | Lg Corp | VSPs | BPOs

Application Management

Application Operations

ASP - Level 1&2 Support & Impl Services

Application Platform

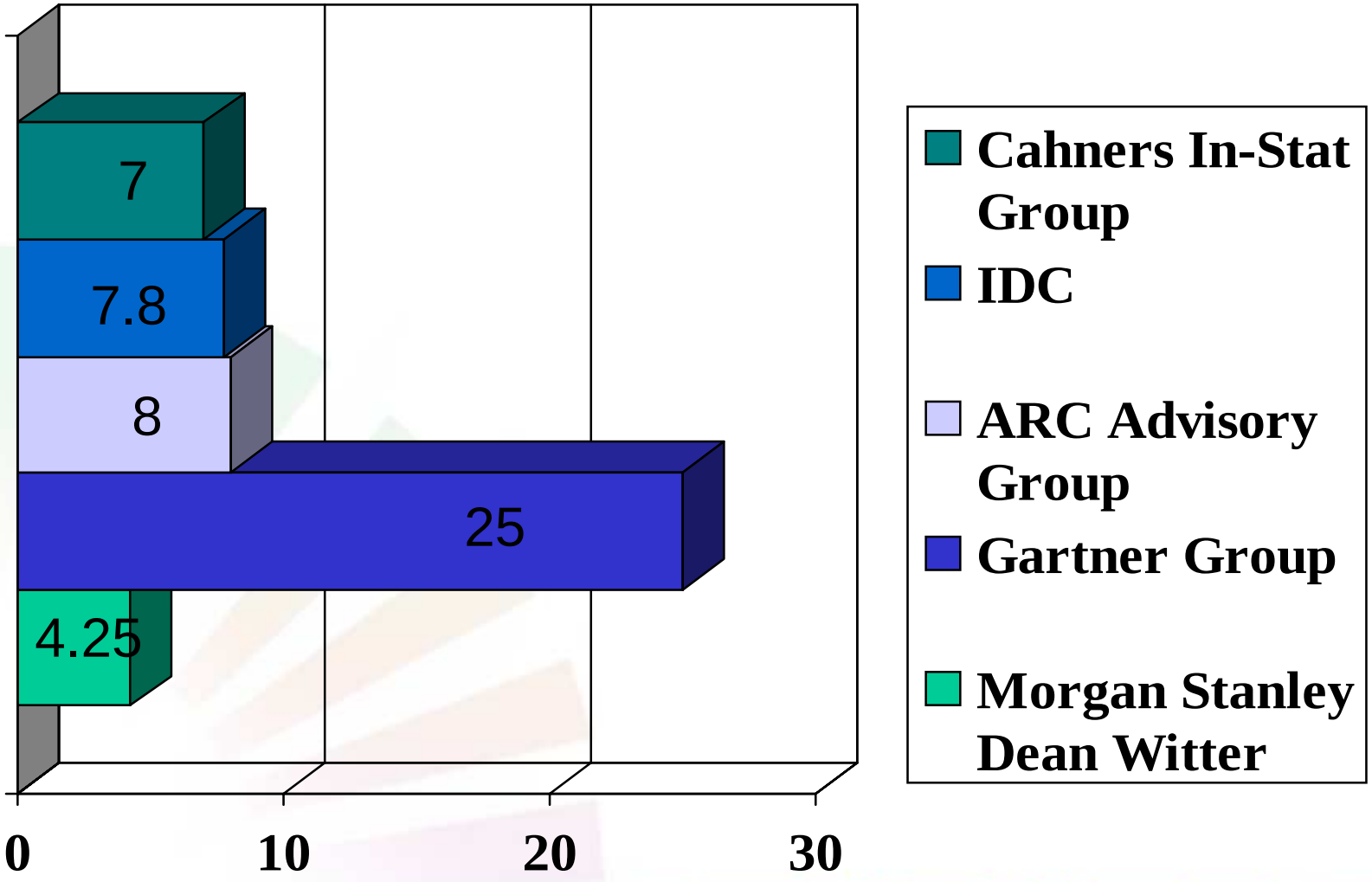
ASP-Ready Application Platform

Data Center

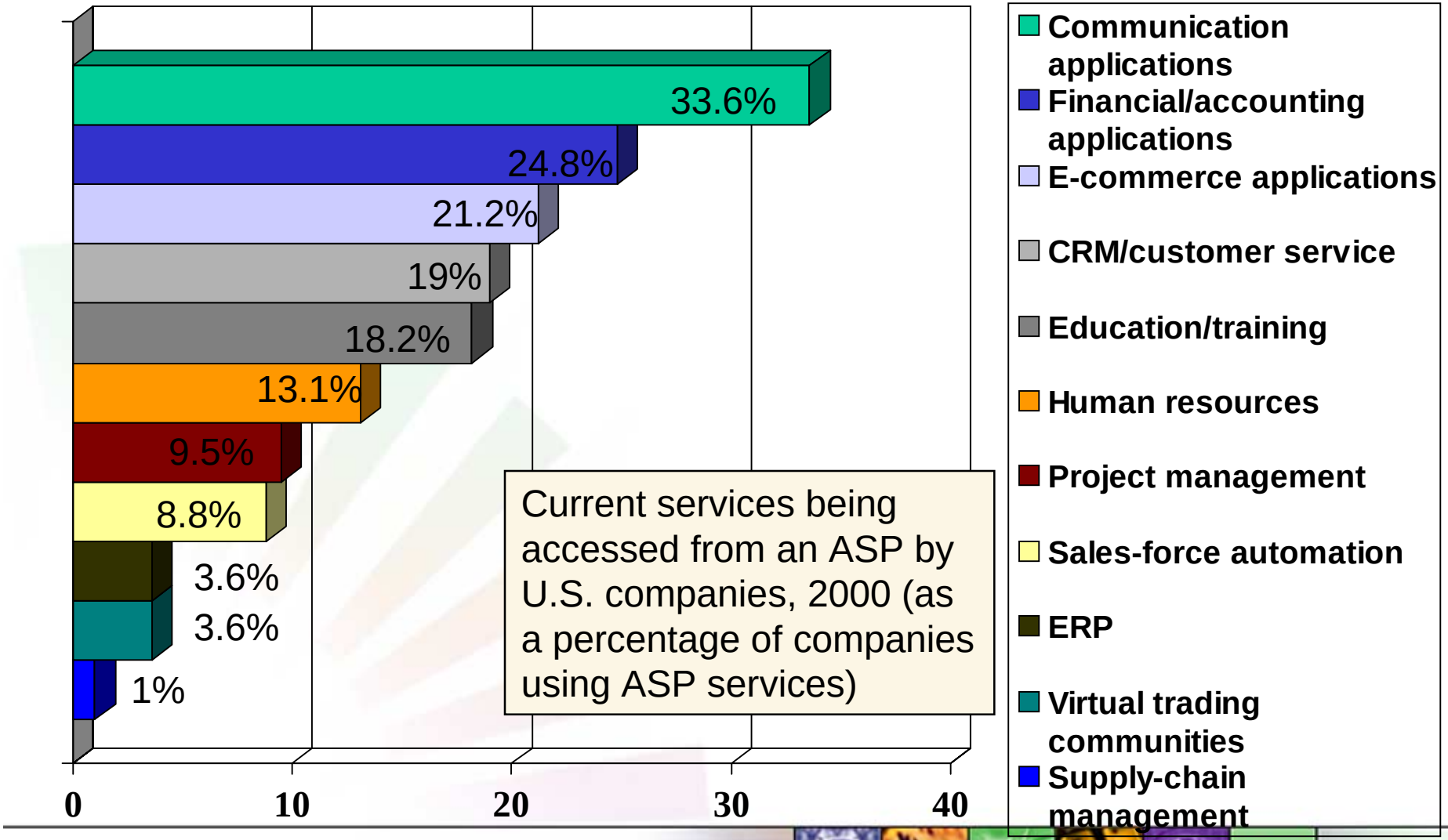
A.I.P. - Application Infrastructure Platform

Network Services

Forecasts: U.S. ASP Market 2004

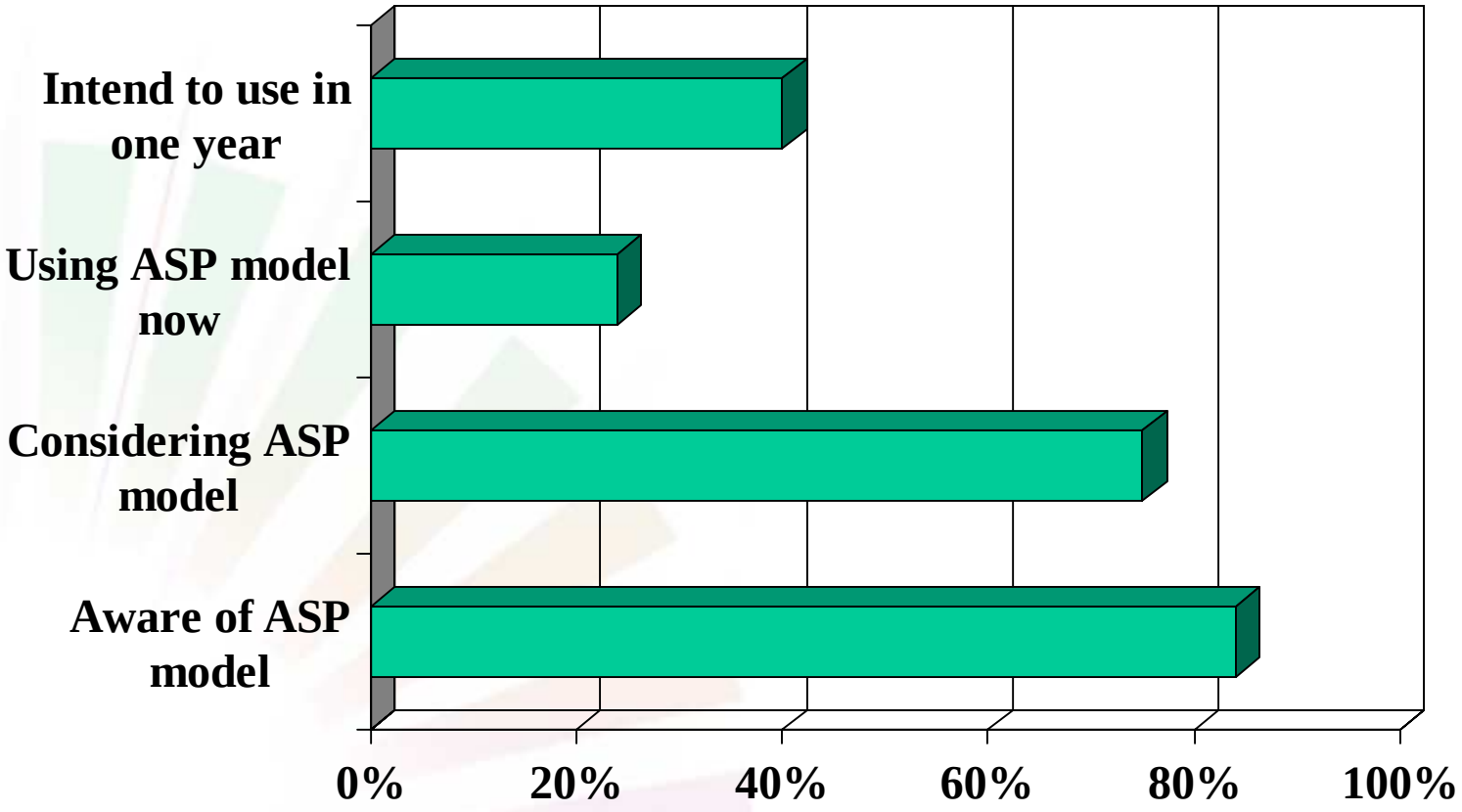


Customer Use of ASP Services



Source: ASP Industry Consortium/Zona Research, 2001

Customers' Plans to Use Hosted Services



Source: The Software & Information Industry Association, November 2000

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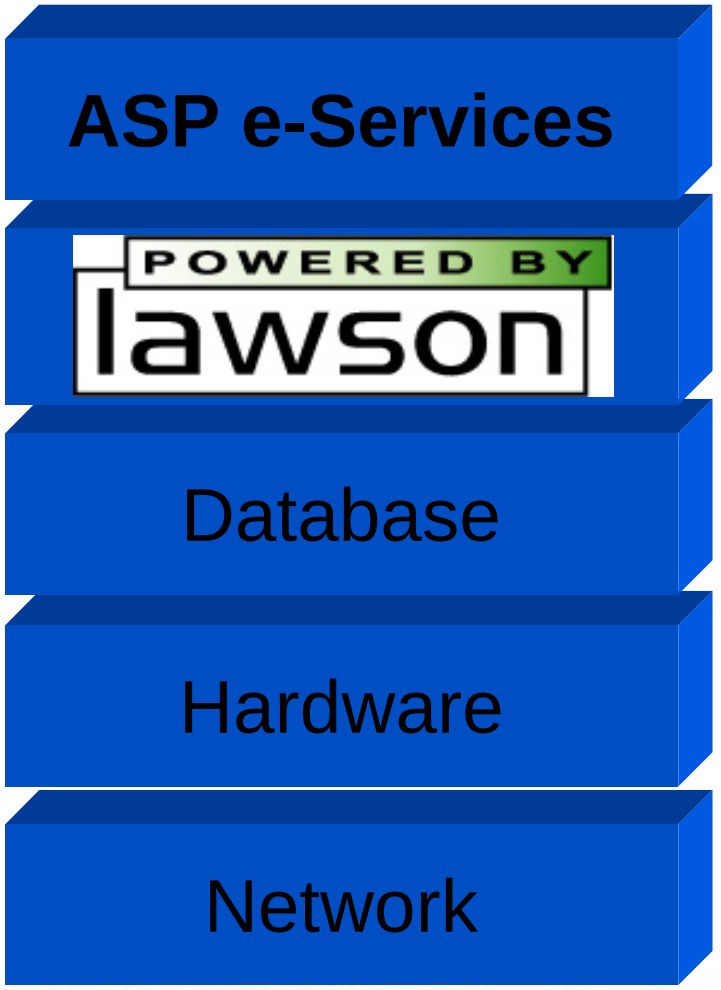
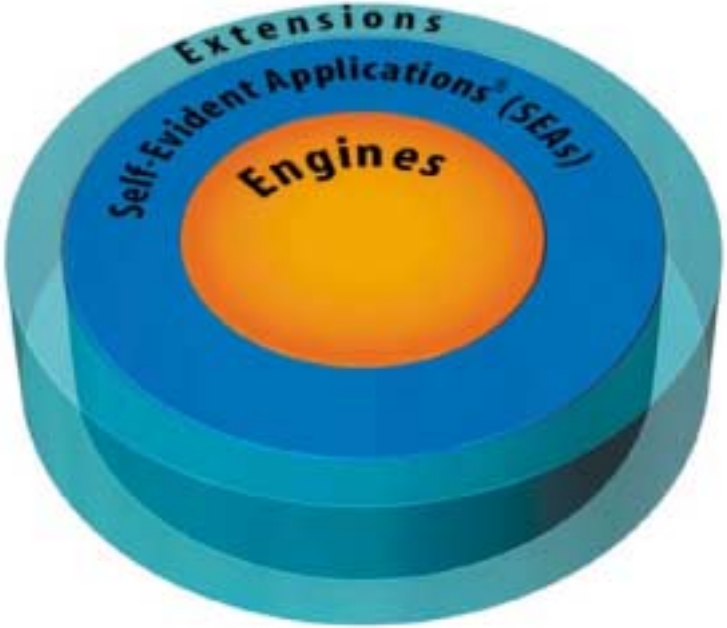
ASP e-Services
Powered by Lawson

Summit Strategies: "Lawson is the *only* ERP maker with a strong and unequivocal strategy of working with ASPs."





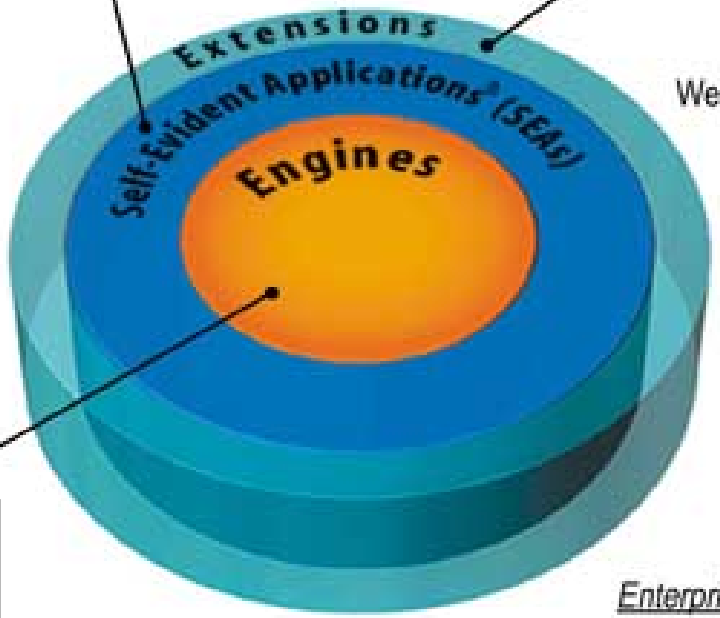
"In applications development post-2003, application suppliers need to refine their e-business strategies. In doing so, they must take into account the wide array of new application-delivery models such as ASPs, BPOs, supply chain exchanges, and so forth because they will be as much a part of meeting the post-2003 user need as the application itself. Lawson's e-services strategy …reflects all of these factors, with new functionality and architectural features primed for the next generation of enterprise-applications utility."

March 2000 - International Data Corporation (IDC)

LAWSON Software

SEAs™

e-Purchasing
e-Human Resources Center
e-ScoreCard
e-Resource Management
e-Orders
e-Payables
e-Broadcasting
e-Requisitions
e-Receiving
e-Financial Reporting
e-Vendor Invoices
e-WorkBench
e-Procurement Service
e-Workforce Analytics Service
Siebel *e*Customer
Siebel *e*Service
Siebel *e*Channel



Engines

Financials
Human Resources
Distribution
Procurement
Enterprise Relationship Management

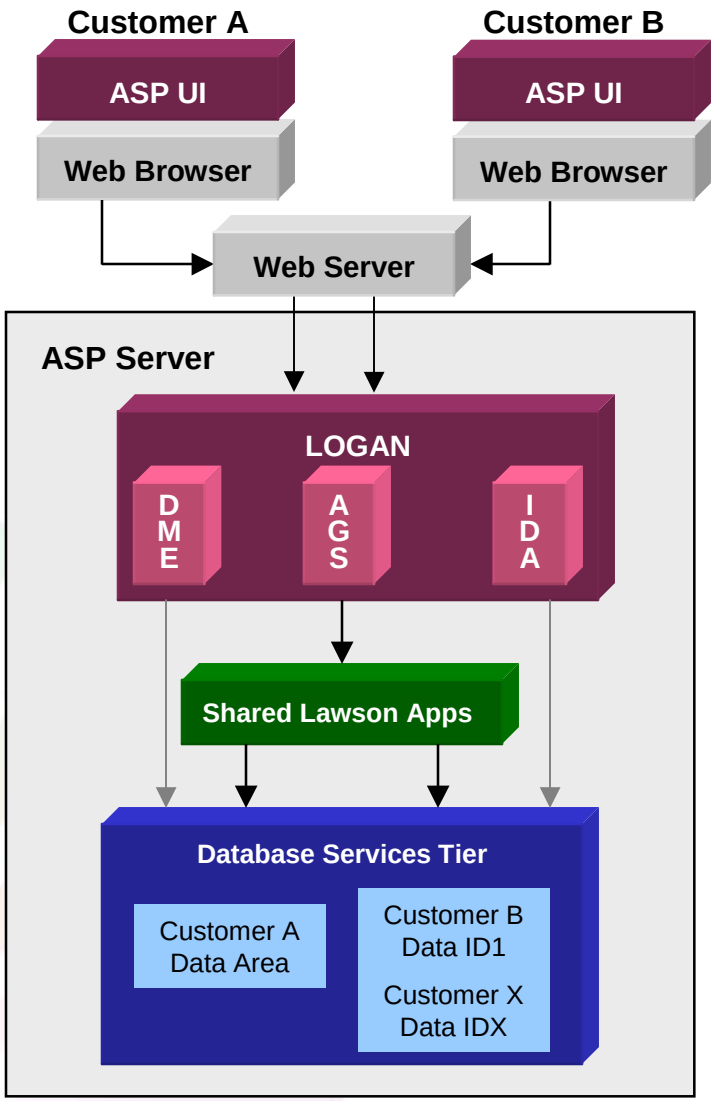
Extensions

Workflow Extensions
Enterprise Workflow
ProcessFlow
Collaborative Commerce Extensions
Business Component Integrator
Payment Server Integrator
Trade Communications Services
Site Builder
Websphere Commerce Suite Business Pack
Public Key Integrator for Entrust
Open Component Extensions
Microsoft® COM+ Tool Kit
Java™ Tool Kit
HTML/JavaScript Tool Kit
Lotus® Domino™ Tool Kit
Mobile Computing
Analytic Extensions
Analytic Objects
Analytic Architect
Budget Architect
Enterprise Relationship Management Extensions
Lawson Enterprise Connector for Siebel
Siebel CTI
Siebel Anywhere
Siebel Handheld
Siebel Tools
Technology Extensions
Lawson OLEDB Connector
Transaction Integrator for Tuxedo

Analysts

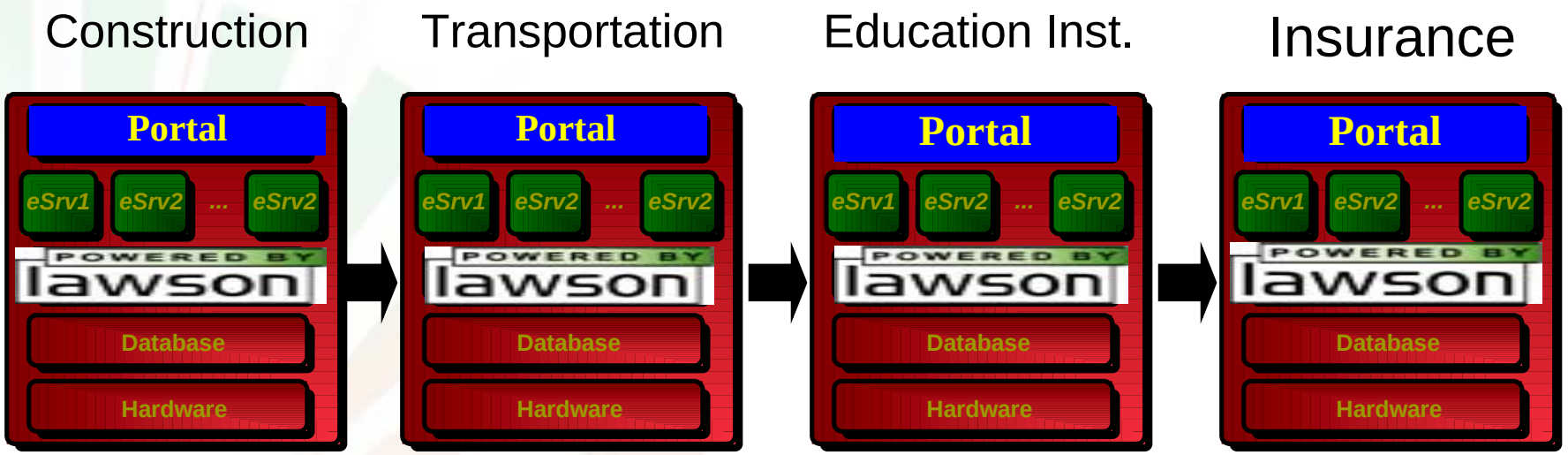
"All ERP vendors seem to be moving in that direction (web addressable). But Lawson has been doing this for almost four years."

AMR Research


Customer A
Customer B
ASP UI
ASP UI
Web Browser
Web Browser
Web Server
ASP Server
LOGAN
DME
AGS
IDA
Shared Lawson Apps
Database Services Tier
Customer A Data Area
Customer B Data ID1
Customer X Data IDX

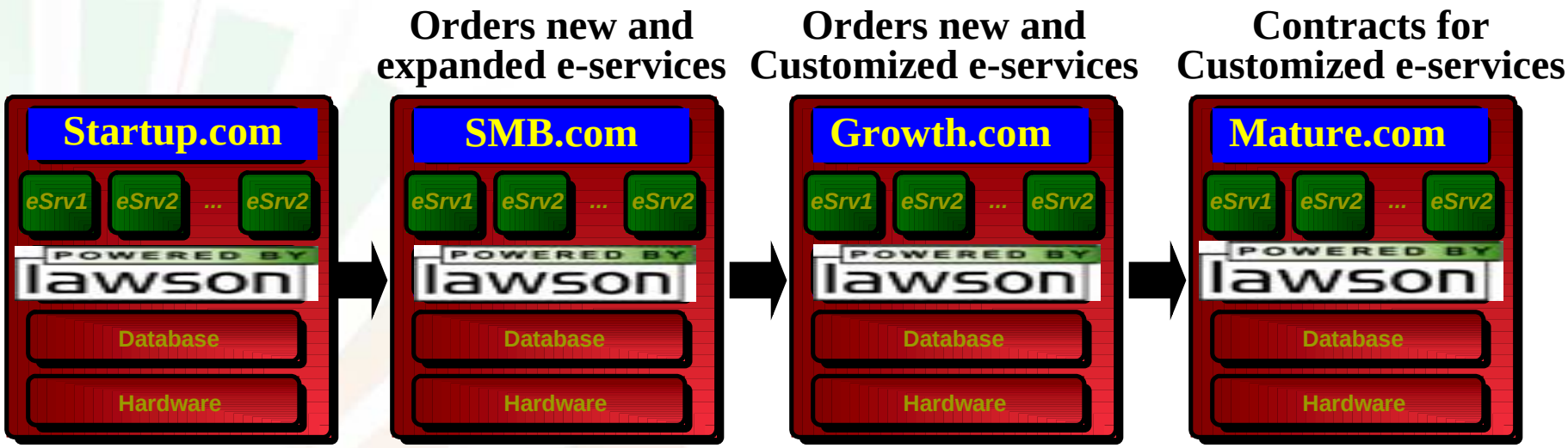
Lawson Supports Market Segmentation

Vertical ASP Inc.



Lawson Scalability

Growth ASP Inc.

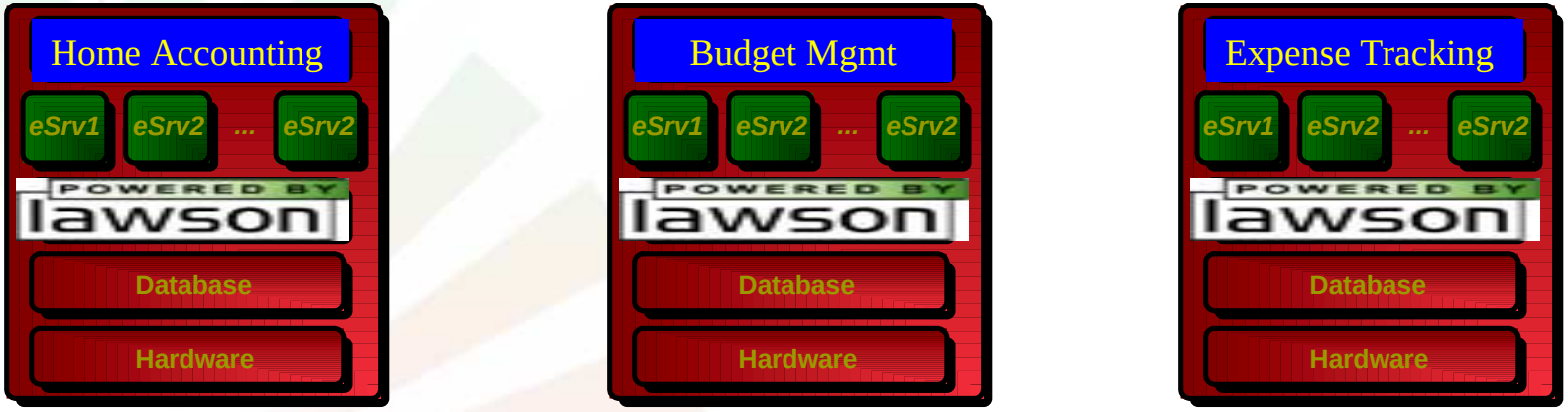


Lawson Self–Provisioning Capability

YAHOO!FINANCE

Track your expenses on the web

Go



Home Accounting

Home Finances

Independent Consultant

Analysts

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Summit Strategies

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Business Benefits

Rapid Emergence of the Internet

Simplicity & Integration of Computing Environments

Access to applications Anywhere, anytime

Greater reliability, Scalability and Flexibility

Lower demand on Cash Resources

Shorter Time to Benefits

Greater Access Application Capabilities

Focus on Core Competencies

Access to IT Resources at More predictable cost

Partners providing eServices “Powered by Lawson”

Making software simple.℠

LAWSON Software

POWERED BY lawson

PROVEN