

customer

LAWSON INSIGHT® II
RELATIONSHIP MANAGEMENT SUITE

investor

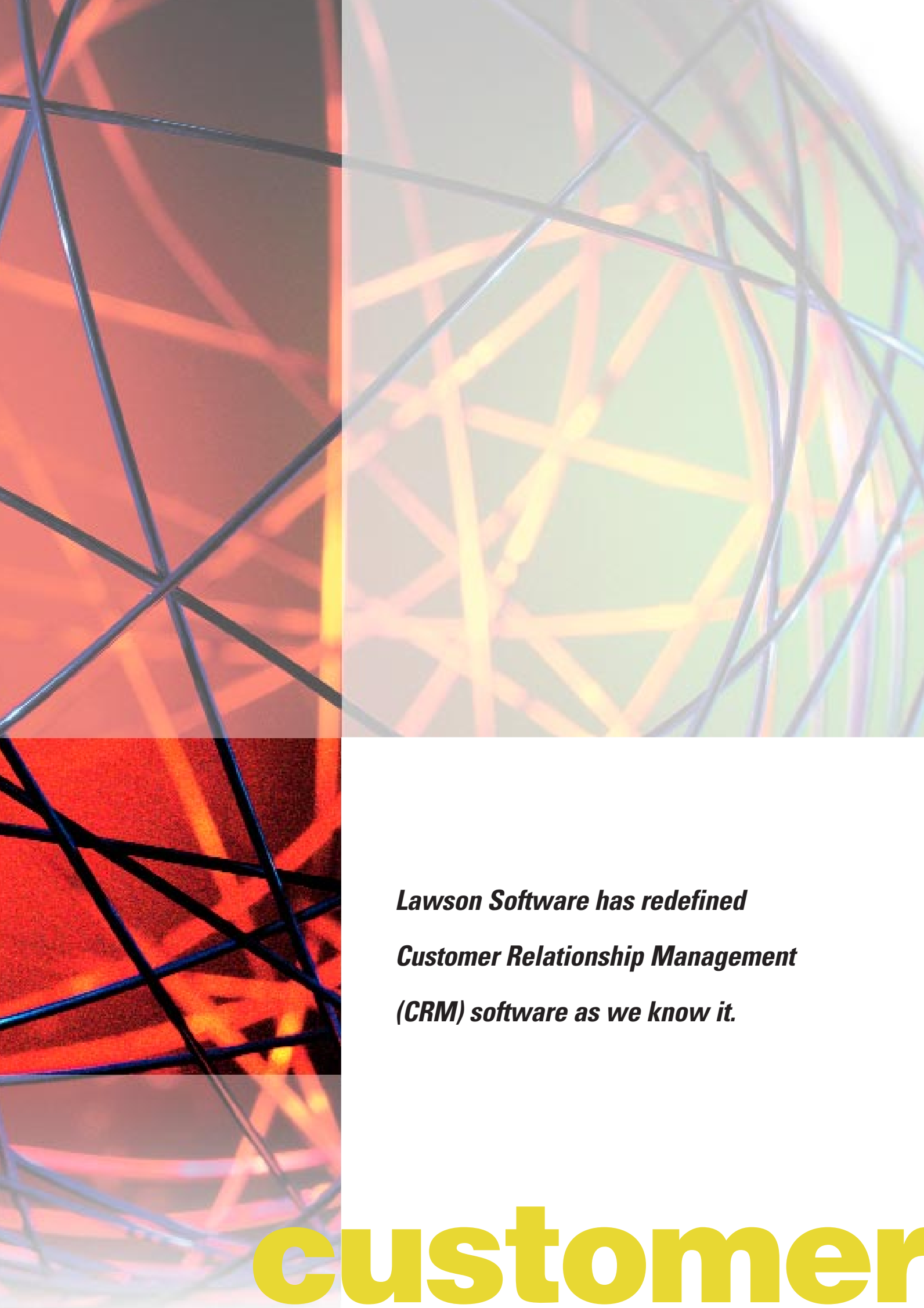
partner



customer

supplier

employee



*Lawson Software has redefined
Customer Relationship Management
(CRM) software as we know it.*

customer

making ambitious visions a reality

By identifying the limitations of yesterday's Customer Relationship Management (CRM) solutions, Lawson Software has created the next generation of software capable of empowering your entire enterprise with information that breeds profits.

Lawson's CRM Suite accomplishes all its predecessors can and more. It streamlines operations in sales, service, marketing and support. It charts and analyzes data to show you how profitable a client really is, or reveals what you must do to retain valuable clientele. Use Lawson's CRM Suite to maximize revenue, increase profits—ultimately lowering your overall costs.

Best of all, you can use Lawson's CRM Suite for the features that set it apart. It provides snapshots that reveal such critical customer information as interaction points, customer revenue, expense and profitability. And Lawson's CRM Suite can fully integrate front office sales, service, marketing and support functions with the back office in your enterprise. By operating as a single unit, rather

than in a disjointed capacity, front and back office users save valuable time communicating internally among each other, and externally with customers. Meanwhile, customers benefit by receiving the one-stop service they've come to expect in today's competitive marketplace.

Lawson's CRM model maximizes profitability and customer loyalty by integrating front office sales, marketing, service and support functions with the back office, allowing all of the forces that make a corporation successful operate as one, efficient, streamlined machine.



the sales module

Set your sales force up for success

Lawson's Sales Module has all the tools your sales force needs to turn prospects into customers, fast.

Fingertip access to critical data

Lawson's Sales Module gives your sales force one-click access to all the information you choose to store on hundreds, thousands—even millions—of prospects. But the system's capabilities don't stop there. Lawson's Sales Module also helps make your sales force more efficient, more successful, and more valuable to your organization, as it:

- Analyzes prospects' information to reveal, at a glance, the sources for your most profitable sales opportunities
- Creates reports and charts that illustrate what your sales force is doing well, and how they can improve

- Motivates your sales force by forecasting your organization's potential revenues, as well as the resulting compensation rewards they'll reap upon making a sale
- Manages contracts, partners and channels, workforce schedules, and more.

Technology to make the sales process smooth

For seamless in-person, over-the-phone, or online sales interactions every time, Lawson's Sales Module:

- Creates accurate and professional-looking bids, proposals, quotes, and other information prospects request with a few quick clicks of a mouse, rather than bogging your sales force down with time-consuming paperwork
- Automatically dials up prospects, and displays corresponding background data that your telesales staff can use to boost sales during each call

relationship

*Motivates your sales force
by forecasting your organization's
potential revenues...*

- Qualifies Internet-generated leads, then assigns them to your sales force while they're still hot
- Provides your sales force and their prospects with online access to sales-enhancing brochures, data sheets, presentations and videos
- Enables you to configure and fulfill customers' online orders quickly, consistently, and with ease—even displays product availability before orders are placed.

Mobilizes and synchronizes your workforce

Whether your sales force is in the field or in-house, they're always within your reach, and your influence. Lawson's Sales Module integrates fully with laptops and other hand-held mobile computing devices, as well as over the Internet.



the service module

Boost customer loyalty—and your bottom line—by providing optimum service

Regardless of the size of your enterprise, Lawson's Service Module empowers your service reps to treat each customer as though they're your only customer.

Knowledge is power

The service your enterprise provides can make or break vital business relationships. Yet even the best service representatives may at times, manage to frustrate customers with a lack of knowledge about your products, services, or your customers' issues. That's why Lawson's Service Module:

- “Remembers” customer histories, including previous problems, inquiries, and praises, so your service reps are familiar with each customer on the line

- Displays schedules, so your service representatives can allocate parts and resources, schedule and dispatch people, and provide customers with accurate timeframes for maintenance, repairs, deliveries and more

Get your service staff selling, too

Lawson's Service Module enhances the value of your service staff, as well as your customers, by preparing your service reps to suggestively sell these solutions. Lawson's Service Module:

- Gives service staff on-screen access to product or service pitches
- Displays existing customer contracts and allows service reps to create new contracts with ease.

*Enhances the value of your
service staff, as well as
your customers...*

Keep connected

Lawson's Service Module aligns you with your channel partners by displaying all of the data you need on customers, prospects, and more to boost your bottom line—in real time—on the Internet. And like Lawson's Sales Module, the Service Module completely integrates with laptops and other hand-held mobile computing devices to synchronize your service staff.

relationship



the marketing module

Increase the return on all of your marketing investments

Lawson's Marketing Module helps you identify the smartest ways to spend your marketing dollars, and implement them in the most cost effective manner.

Add a little method to the madness

Marketing programs are often difficult to quantify unless you employ the tools that make up Lawson's Marketing Module. Use it to build and manage direct mail programs, trade shows, advertising, and other campaigns from inception to implementation, then:

- Measure your campaign's success, and identify and learn from its weaknesses to create your most profitable marketing programs
- Justify every penny of your marketing budget with concrete reports, charts and graphs
- Build loyalty and leverage customer response using one-to-one marketing techniques
- Create and publish marketing materials with ease, including promotions and campaigns, call scripts, workflows, presentations, literature, point-of-purchase displays and more.

Plan and execute your most effective campaigns

Lawson's Marketing Module analyzes markets, customers, products and geographies in detail to help marketers create your company's most effective, targeted campaigns and promotions.

In addition, this system:

- Defines and refines the marketing messages that will reach each member of your target audience
- Qualifies and generates leads you can automatically pass on to your sales force
- Ensures members of your sales force are following up on leads while they're still fresh
- Expands your reach across various marketing media, including telemarketing and the Internet.

Measure your campaign's success...

the support module

Take care of your greatest asset —your customers

Lawson's Support Module makes it possible for your support staff to quickly and accurately answer even the most complex questions from customers.

Reap the rewards of customer retention

When you're well-prepared to care for your customers, it shows. Lawson's Support Module:

- Ensures seamless transitions from one support representative to another with self evident screens, as well as detailed information about how to care for each customer
- Helps your support staff generate revenue by displaying relevant market, competition, product and customer information, as well as existing customer contracts
- "Remembers" every customer incident in your database, and is able to transfer or escalate incidents to one or several staff members
- Ensures every open issue is resolved, and in a timely manner

- Empowers your support staff to resolve every customer issue that comes their way, so customers won't need to turn to your busy sales staff for results.

Evaluate and expedite your entire support process

Lawson's Support Module simplifies the processes of delivering customer support and analyzing your methods of delivery, which can make your support staff more efficient and improve your bottom line. With Lawson's Support Module in place:

- All inbound, outbound and blended voice communication, as well as Web and Internet/Intranet-based data communication, is supported
- All support, sales, and other staff members can anticipate and plan for problems before they arise
- Customers can assist themselves through your Internet site
- You can create standard and customizable reports, and analyze data and trends by the criteria you select to reveal insights related to staffing, training, resource planning, budgeting, and more.

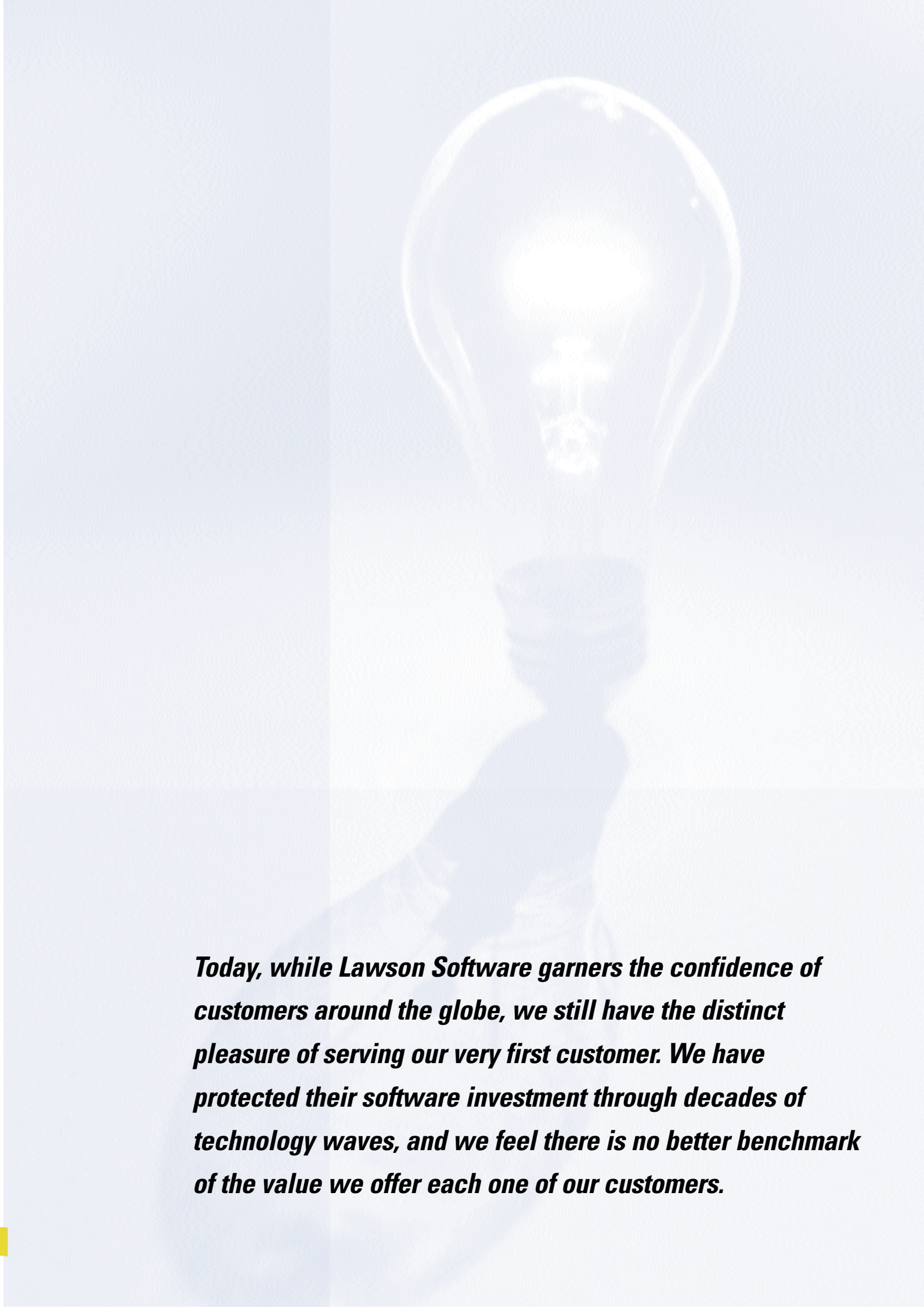
Lawson Software: powerful innovation, personal service

Lawson Software began business in 1975 with a mission to help our customers harness the power of technology to work smarter and more competitively.

While the foundation of our business is built on leading-edge technologies that are easy to use and help our customers boost their bottom line, that's just the beginning.

Behind each one of our innovations is a legion of specialized customer service representatives to help our customers with their unique needs and questions. Focus groups and other formal customer communication initiatives provide us with regular user input. And we continue to track the evolution of the markets in which our customers do business. This alignment of our business priorities with yours is the critical driver of Lawson Software product and service development.



A glowing lightbulb is held in a hand, symbolizing an idea or innovation. The background is a soft, light blue gradient. The lightbulb is the central focus, with a bright glow emanating from it. The hand holding it is visible in the lower half of the frame, and the background is a soft, light blue gradient.

Today, while Lawson Software garners the confidence of customers around the globe, we still have the distinct pleasure of serving our very first customer. We have protected their software investment through decades of technology waves, and we feel there is no better benchmark of the value we offer each one of our customers.

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BUSINESS MANAGEMENT SYSTEM



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