



Snapshot

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IBM System i and Lawson Software

By Clay Ryder

The IBM System i is a platform with a partner base as varied as its customers are loyal. Revitalized by a complete hardware refresh in early 2006, the System i continues to build on a heritage of integration, simplicity, and manageability. Lawson Software is one of the 1,700+ ISVs that have made a strategic commitment to the platform, which offers ISVs the ability to create offerings with demonstrable business value, simplified IT infrastructure, and reduced operating cost. The continued growth of the System i ecosystem as well as the long-term support of partners such as Lawson Software illustrate the forward-looking nature of the IBM System i.

The IBM System i: Business Solution Heritage and Leadership

The System i has a long heritage as an integrated business computing solution featuring a broad ecosystem of partners that have brought tangible business value to their customers on a highly reliable computing solution. ISVs have found the turnkey, load-it-and-forget-it approach to be a winner with customers. In 2005, some of the best growth for the System i in recent years was evident, with 1,700 new applications becoming available, and sales of the Power5-based systems growing substantially. In 2006, we see that System i is progressing through a multi-year transition, including a complete hardware refresh, aimed at reasserting its business solutions leadership and solutions-based roots on a state-of-the-art computing platform. The focus on the ecosystem of developers, ISVs, resellers, and integrators supporting the System i makes it a unique offering in the marketplace that delivers a cost-effective business-solution-focused platform with down-to-earth simplicity of management and operation.

IBM System i and Lawson Software: Consistent Strategies and Partnership

IBM and Lawson Software have cultivated a strategic partnership that spans 25+ years. The recent Lawson and Intentia merger positions the company as a premier ERP vendor, serving 4,000+ clients in forty countries. Lawson is now the number three System i ISV in number of clients, and ranks fourth in revenue with 75% of its revenue coming from mid-sized accounts. Approximately 30% of Lawson's S3 (staff, source, and serve) customers and 85% of its M3 (make, move, and maintain) customers have deployed their Lawson solution on the IBM System i. These mid-sized customers face the same issues as their larger brethren, but require simplicity and better ROI in order to remain competitive. Compelling, cost-effective solutions based on open standards are the mantra of this market: a reality that IBM and Lawson take to heart.

Lawson has a proven commitment to IBM technology and has reiterated its support of the System i platform with the Lawson Software Foundation (LSF) release 9. The company has also indicated that it will shorten the delay between the availability of its software on the System p UNIX platform and on the System i integrated platform. Lawson Software takes simplicity by design as the approach in its offerings. This is evident in how it delivers packaged horizontal and industry-specific solutions that combine relevant business intelligence and innovation driven by business experts that can scale to meet the needs of a dynamic organization. Lawson's latest offerings based upon the LSF release 9 are testimony to the application innovation that is available on the IBM System i.

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Lawson System Foundation 9

The LSF 9 represents Lawson's newest technology foundation for its S3 product that is combined with middleware from IBM for a high-performance, standards-based solution focused on delivering comprehensive security, scalability and usability. Key IBM middleware includes IBM WebSphere Application Server Network Deployment, and optionally IBM DB2 UDB Enterprise Edition and IBM Tivoli Directory Server. The LSF 9 platform provides the underpinnings to Lawson's numerous business applications such as Enterprise Financial Management, Human Capital Management, Supply Chain Management, and Business Process Management, as well as industry-specific offerings such as Retail Operations and Grant Management amongst others.

Client adoption has been favorable, running at twice the adoption rate of the previous release. As of April 2006, forty-six customers had already deployed LSF 9 or were in the process of doing so. More than 500 customers signed up for training on LSF 9 at the Lawson Conference and User Exchange (CUE). This high interest may be explained by the results of a Lawson's Users Group survey that found one-third of respondents plan to migrate to LSF 9 this year. Clearly, LSF 9 has reinvigorated interest in the platform and its available line of business applications.

Customer Success: Newell Rubbermaid — Solution-Focused ERP in Action

Newell Rubbermaid Inc. is a global marketer of consumer and commercial products with 2005 sales of \$6.3 billion and a portfolio of brands, including Sharpie, Paper Mate, DYMO, Waterman, Reynolds, Rolodex, LENOX, Rubbermaid, and Goody. The company is headquartered in Atlanta, GA with 28,000 employees worldwide.

Newell Rubbermaid has grown organically and through targeted acquisitions. The company found itself needing to rationalize its existing approach to ERP as it had multiple solutions deployed including SAP, JBA International, Comet, Chameleon, MAPICS, Movex, and JD Edwards. Newell Rubbermaid evaluated all major ERP vendors with a focus on acquiring a solution that had a common system approach and would remain scalable, flexible, and robust. Other criteria included a rapid speed of implementation, support for all European countries, and shared services functionality. After careful consideration, the company selected Movex version 10.A from Lawson.

The software implementation features 3,000 Movex ERP users in sixtyseven sites located across fourteen European countries that support one and a half million order headers, \$1 billion in net sales, 180,000 SKUs, 65,000 customers, and 34,000 suppliers. The hardware platform is an IBM iSeries 890, 24-way CPU with a 29,000 CPW workload rating and 80GB of RAM. The system is divided into 5 Logical Partitions and has a 7 terrabyte DASD storage solution.

The benefits of the migration to Movex have proven numerous. All business processes are now covered through a single instance of the application. The company has centralized business processes through shared service center handling accounting processes and has centralized IT services into a single data center for all of Europe. This single data center has resulted in reduced IT support costs, a single operations database, increased data harmonization, and increased economies of scale, and the company is now fully Sarbanes-Oxley Compliant.

The choice of IBM System i as the hardware platform has yielded enhanced reliability with no unplanned system outage in three years and only requires four hours of planned downtime a week for all routine maintenance, backup, etc. Capacity on Demand will permit future growth in workloads with no hardware upgrade or swap out required. The overall solution has generated a low TCO with only four operators and two technical staff required to effectively support the 3,000 Users on the single IBM iSeries.

Summary

The IBM System i is a state-of-the-art platform on which many leading-edge IT solutions are based. The System i provides ISVs a unique approach to delivering demonstrable value to their customers. The combination of IBM's business-critical operating platform and its long-term ISV partners such as Lawson Software allows customers to plan for future IT needs with the knowledge that the platform will scale smoothly to handle new business-related computing loads. The System i's ability to integrate various technologies onto a single platform provides IBM, its ISV partners, and their customers a powerful value propositions now and well into the future.

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