

# Smart Information Management

with Lawson® Business Intelligence

In today's global markets, everyday business activities can involve thousands of processes and individuals. When activities are coordinated across the enterprise, powerful synergy results. But without coordination, the organization ends up working against itself, wasting time and resources and losing ground to competitors.

Today's competitive markets require maximum performance. At the same time, organizations face strict regulatory requirements and demands from partners and vendors. The key to success in both of these areas – performance and compliance – is access to, and dissemination of, information. But availability alone is not enough.

Critical information must be quickly and easily accessible. It must be separated from the larger mass of less relevant data, enabling effective management by exception. And delivery systems must be adaptable, safe, and easy to use. Lawson® Business Intelligence (LBI) will help you meet all of these needs, providing decision-makers at all levels with products designed to be simple, more secure, accessible, and flexible.

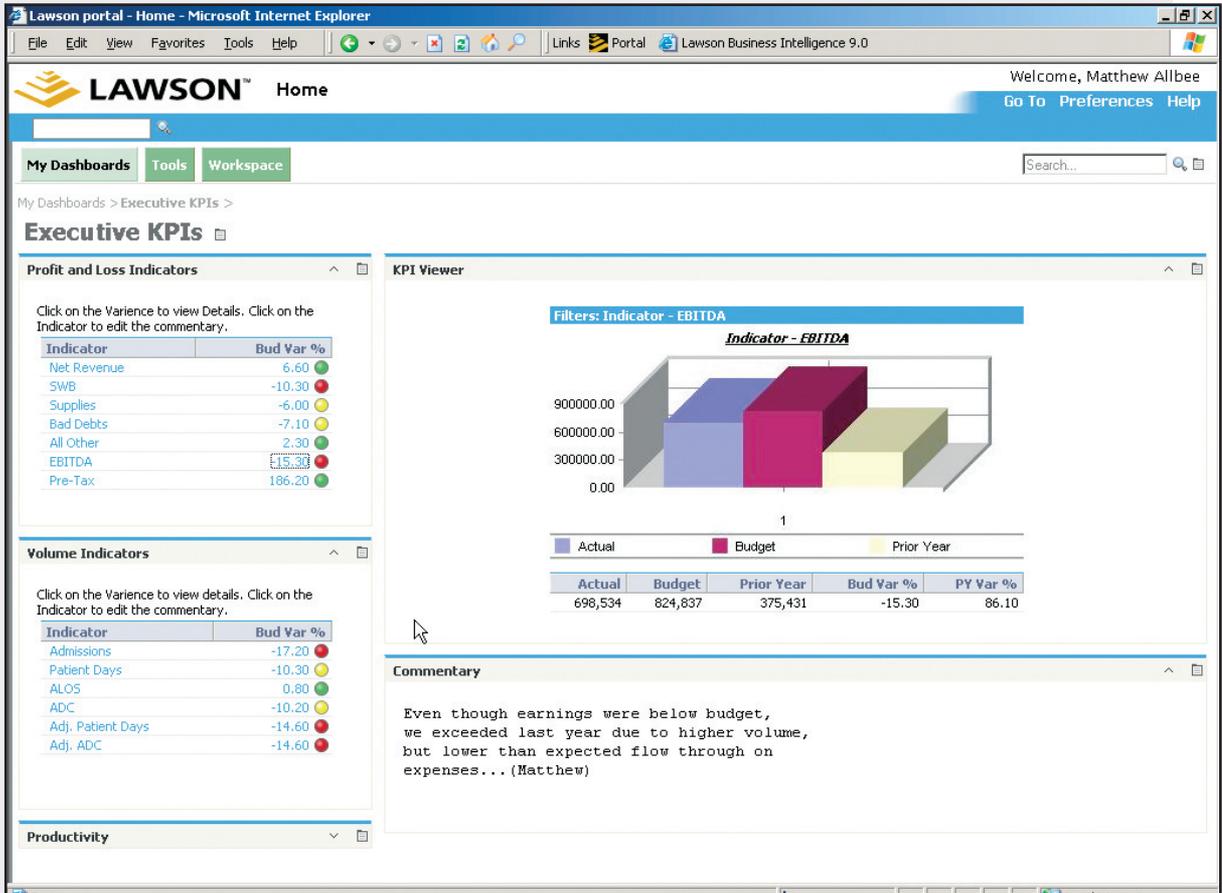
## The Problem

Few companies today suffer from lack of information. If anything, they have more than they can use. But it is only when information is delivered clearly, without gaps or delays that it becomes "intelligence." Too often, access to information is a manual process that forces users to wade through volumes of data to find what they need. "Drill down" to underlying detail can be complex and time-consuming. Transfer of information can be cumbersome or, on the other hand, so easy as to compromise security. And, too often, systems remain passive, waiting to be queried before providing critical information.



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- “With Lawson® Business Intelligence we’ll
- be able to reduce monthly management reporting lag-time from 20 days to on-demand, which will help us respond to variances faster.”

David Dziuk, Senior Vice President of  
Finance and Controller, HealthPartners



- Comprehensive, scalable, organization-wide solution
- Designed for speedy implementation
- Ability to improve enterprise performance management initiatives through the Lawson-exclusive Hackett World-Class Passport program

## The Solution

Lawson® Business Intelligence is the ideal business intelligence solution for current Lawson customers, affordable and ready to use with applications like Lawson General Ledger. LBI is powerful and flexible and easily deployed for rapid return on investment. And as a standards-based solution, it interfaces readily with many other business intelligence tools and non-Lawson data sources.

LBI enables creation of customized, comprehensive reports that put needed information at users' fingertips. The system lets individuals and groups determine what they need, eliminating the compromises required under less flexible systems.

Report Bursting allows high-level reports to be easily broken out into actionable, individualized reports for sub-groups and functional areas, ensuring that front-line operations are synchronized with strategic

initiatives and keeping high-level strategists in touch with operations in the field. And closed loop root cause analysis lets users work backward from problems to identify their causes. Information can be delivered via dashboard, printer, or email, and individual reports can be tailored to deliver critical information without irrelevant “static.”

Role-based LBI dashboards provide ongoing access to information, and customization lets users add graphic data presentations as well as notes and comments to their dashboard presentations. Users can define thresholds for color-coded “traffic light” alerts that highlight critical events. These, in turn, can be linked

to more detailed information, which can be accessed with the click of a mouse. This “guided analysis” capability lets users quickly identify problems and act to correct them. Armed with this detailed information, users can redirect resources, return to compliant operation, and, if necessary, redesign operations to prevent future problems.

In addition to providing information on demand, LBI can become a user’s active partner. Smart Notification® proactive data monitoring lets the system watch for predetermined events and notify users – by dashboard alert, email, pager, or text message – when they occur. These notifications, in

## Reporting Services

The screenshot shows a web browser window displaying a Lawson Report Viewer. The main report is titled "Department Expense Report" and shows financial data for "Radiology-Diagnostic" and "CORP". The data is presented in a table with columns for "Current Period (1)" and "Year To Date (2005)", each with sub-columns for "Actual", "Budget", and "Variance".

	Current Period (1)			Year To Date (2005)		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>1000 Radiology-Diagnostic</b>						
Physician Salary	733,874	657,305	(76,569)	733,874	657,305	(76,569)
Non-Physician Salary	783,147	943,349	160,202	783,147	943,349	160,202
Other Pay	0	0	0	0	0	0
Payroll Taxes	55,117	54,854	(263)	55,117	54,854	(263)
Benefits	1,613	2,268	655	1,613	2,268	655
Medical Supplies	326,418	330,225	3,807	326,418	330,225	3,807
Utilities	48,225	105,500	57,275	48,225	105,500	57,275
Depreciation and Amortization	2,531	16,201	13,670	2,531	16,201	13,670
Other Operating Expenses	41,215	43,825	2,610	41,215	43,825	2,610
Statistics	0	0	0	0	0	0
Discharge State	0	0	0	0	0	0
Patient Day Stats	0	0	0	0	0	0
Procedure State	0	0	0	0	0	0
Full Time Equivalents	0	0	0	0	0	0
Hours	0	0	0	0	0	0
<b>Total for Department: Radiology-Diagnostic</b>	<b>1,992,139</b>	<b>2,153,527</b>	<b>161,388</b>	<b>1,992,139</b>	<b>2,153,527</b>	<b>161,388</b>
<b>CORP Corporate</b>						

- Secure report bursting - lowers number of reports - users see only their portion of report
- Powerful report distribution relieves administrative burden
- Drill Around® to the transactional detail for root cause analysis

turn, can be associated with predefined corrective actions – organizational best practices – that can be initiated on demand. This powerful capability lets users focus on handling daily responsibilities while still monitoring critical operations and heading off potential problems. The system also supports online messaging for in-application collaboration, further reducing barriers between individuals and functional units.

Lawson® Professional Services (LPS) is ready to assist and guide you on your enterprise performance management journey through your implementation of LBI. In partnership with The Hackett Group, Lawson (LBI) consultants use a World-Class Transformational Blueprint to help map the organization's goals and strategic plans to their LBI implementation.

A global leader in best practice research, benchmarking and advisory services, The Hackett Group has conducted 3,300 benchmark studies over 13 years at 2,000 of the world's leading enterprise and mid-market companies. This knowledge repository enables Hackett business advisors to provide data, advice, and strategic insight with a level of integrity and authority available nowhere else.

Under its exclusive alliance with Lawson, The Hackett Group is teaming with Lawson to help clients empirically define world-class performance in Finance, HR/Payroll and Procurement, baseline and monitor process improvement initiatives, and incorporate Hackett-Certified™ Practices into Lawson software implementations to enable transformational business improvements.

### The Bottom Line

Lawson Business Intelligence allows Lawson customers to access the information they need to maximize performance and enforce compliance throughout the organization. The system speeds implementation and minimizes cost for faster ROI. It can be tailored to help meet the needs of the company, departments, and individuals. And its flexible, user-friendly design encourages acceptance and use, enabling effective deployment of resources, enforcement of standards and regulations, and rapid response to change.

### Contact Lawson

For more information about Lawson Business Intelligence, or other Lawson software and services, visit [www.lawson.com](http://www.lawson.com), or call 800-477-1357 or 651-767-7000 (U.S. and Canada); outside North America, call +44 (0) 1344 360273.

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