

Smart Notification

Business Insights — Immediate, Complete and Actionable

Smart Notification improves employee effectiveness and business performance by proactively monitoring data sources, filtering out the noise and delivering vital, easy-to-understand information to decision-makers at all levels of your organization.

Organizations possess valuable information that could help them improve their performance. Unfortunately, recognizing and interpreting this information is often a “hit or miss” proposition. People simply do not have the time to navigate through volumes of data and identify situations that require immediate action.

Lawson® Smart Notification simplifies the process of reporting, analysis and information dissemination. Smart Notification automatically delivers actionable information and insights to the right people at the right time, empowering them to act quickly and intelligently.

Meaningful Content for Fast Action

Smart Notification uses sophisticated business analytics to deliver meaningful, filtered and personalized content to your users, giving them crystal-clear visibility into the business. At the same time, Smart Notification provides dynamic links to relevant people, Web sites, documents, spreadsheets and applications. This further enhances the ability of decision-makers to take action precisely when it does your organization the most good.

For example, you could receive a notification alerting you to a problem with overdue accounts. The notification includes links into Lawson applications, allowing you to instantly examine payment history, credit

risk, outstanding issues and recent communications with the customers involved. Additional links take you to industry best practices for collecting on overdue accounts.

Smart Notification's comprehensive visibility, coupled with online guidance and collaboration, represents a closed-loop system that enables you to successfully seize opportunities and resolve problems quickly.

Pre-built Solutions You Can Build on

You can deploy Smart Notification — and realize its benefits and return on investment — more quickly than you might think. Lawson offers pre-built notifications, based on industry best practices and specializations, for immediate integration with several Lawson application suites, including Services Automation, Professional Services Automation, Financials, Procurement, Distribution and Human Resources.

Furthermore, with the available full-use licensing, you enjoy complete flexibility in creating and modifying an unlimited number of notifications tailored to your business needs. Full-use licensing also allows you to integrate Smart Notification with non-Lawson data sources, including operational and transactional systems, data warehouses, relational databases, XML documents, spreadsheets and flat files.

Smart Notification can combine data from different sources into a single notification. For example, a sales representative can be notified about a support request from one of their top accounts, even though the support and account information are in separate applications.

Accessible to Everyone

Conventional reporting and analysis tools are often too difficult and time-consuming for people to use. Smart Notification eliminates complexity, thus making actionable information easily accessible to authorized users, including employees, business partners and customers.

You may want to pre-subscribe employees and groups to certain notifications. In other instances, people may choose which notifications they wish to subscribe to. Moreover, the content of notifications can be customized according to each user's role, responsibilities, interests and geographic location.

Finally, Smart Notification gives users the freedom to choose the delivery methods that are most convenient and accessible to them, whether it's the Lawson Portal, e-mail applications, PDA, cell phone, fax machine and/or interactive voice.

Ultimately, you're assured that notifications are delivered to the right people, via their preferred delivery systems, in a consistently timely manner.

Open and Extensible

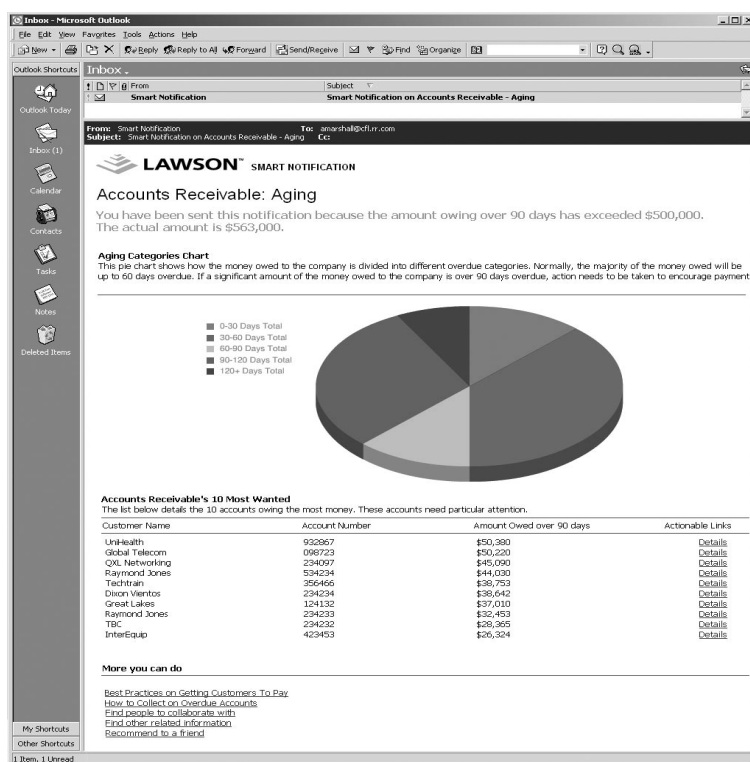
Smart Notification is fully compliant with the Java® 2 Platform, Enterprise Edition (J2EE®) standard, assuring you of optimal performance, scalability and availability. This means you can easily deploy Smart Notification on a wide variety of environments from open source to enterprise-class application servers.

Thanks to its open architecture and published XML-based interfaces, Smart Notification readily adapts to your existing technology environment, while possessing the ability to accommodate your future needs.

Conclusion

Smart Notification instantly delivers easy-to-understand information, with links to relevant people, information and applications. As a result, your decision-makers can take swift, informed action, addressing problems in their earliest stages and deriving the greatest benefit from new opportunities. Ultimately, Smart Notification contributes directly to core organizational objectives, such as stabilizing and reducing costs, improving revenue and cash flow, developing new business, retaining valued customers, reducing expenses and sharpening your competitive edge.

For more information about Smart Notification and other Lawson business solutions, call +1-800-477-1357, direct at +1-651-767-7000, international at +44 (0) 208-560-0825, or visit lawson.com.



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