



Maximizing ROI with Lawson Software and IBM Network Station

Businesses moving from host-centric applications to client/server enterprise software gain many benefits: intuitive graphic interfaces replace inflexible "green screens," increased functionality and improved performance.

Unfortunately, PC clients are costly to buy, configure and maintain, and users still need to be trained to use the software.

Some businesses have found a new way to access client/server enterprise applications that solves these problems. It's a combination of the ubiquitous Web browser and the thin-client network computer; together, they offer a simple, familiar interface running on a platform that's far less expensive to own and operate than a PC. Leading the way with this model is Lawson Software, with its new series of enterprise applications, and IBM, with the IBM Network Station™ network computer.

Eliminating client software

Lawson started with its successful family of client/server enterprise business solutions, the LAWSON INSIGHT™ Business Management System for UNIX and Netfinity, and Enterprise/400 for IBM AS/400. Each consists of four application suites, handling tasks such as financials, human resources, supply chain, and procurement. The ability to run on a variety

of platforms makes Lawson software a good choice for a network-based IT architecture. Lawson applications are also easy to install, have the flexibility to adapt quickly to changing business requirements, and demonstrate exceptional throughput and performance, providing a high degree of investment protection.

To enable easier user access to its applications, Lawson revised the client side of its enterprise applications to provide a seamless link between LAWSON INSIGHT or

Application	Integrated, browser-enabled enterprise management
Hardware	IBM Network Station, IBM AS/400, IBM RS/6000, IBM Netfinity
Software	Lawson enterprise applications



Richard Lawson, Chairman of Lawson Software and Executive Vice-President of the Internet Products Division.

Enterprise/400 and any JavaScript-enabled browser, anywhere in the enterprise, regardless of platform. Without the need to install and configure client software on every remote PC, support costs drop dramatically.

To address the ongoing cost of end-user training, Lawson also adopted a completely new, browser-based interface design. Unlike any other host-based or client/server graphical interface, Lawson's new approach is more than intuitive. Lawson calls these new, enhanced interfaces Self-Evident Applications™, or SEA™.

Because of this simple self-service interface, Lawson applications put many everyday tasks directly into the hands of the user. With a familiar Web-based interface, literally no training is required. This enables individual employees to handle tasks traditionally performed by others; for example, an employee could directly enter human resource information online, with no need to fill out paper forms to be re-keyed later. This significantly increases business process efficiency and results in exceptional cost savings.

This ease of access makes Lawson software unique. "This is not simply a matter of putting our client/server forms on the Web," says Richard Lawson, Chairman of Lawson Software and Executive Vice-President of the Internet Products Division. "We are rewriting the front end of our applications and making them much more user friendly."

Eliminating the PC

Browser-based access to enterprise applications doesn't solve the problem of maintaining a large installed base of PCs, however. A PC is relatively expensive to buy, and very costly to keep running, even without dedicated client software. The answer is to eliminate the PC itself, without losing its functionality.

Lawson's emphasis on maximum ROI makes its self-service solutions a perfect match for the IBM Network Station Series

1000, a thin-client network computer that accesses legacy applications on a variety of servers, as well as Java- and Web-based applications, with far less maintenance, support, and ongoing cost than a PC.

The IBM Network Station accomplishes this by placing all applications, network management, maintenance, and support on the server. With no locally-stored software, there's no need to maintain each individual Network Station. Deploying new applications is as simple as installing them — once — on the server. Likewise, configuring new users is accomplished at the server, not at the workstation.

Centralized management provides benefits beyond lower cost and simplified administration. Since each user's "profile" is stored on the server, a user can go to another location in the enterprise, log on to another Network Station, and access the same applications and environment as if they were sitting at their own desk.

Further, the IBM Network Station can connect to any server, anywhere inside or outside the enterprise. Multiple connections to AS/400, RS/6000, S/390, Netfinity, and the Internet are all possible.

A strong combination

"We're very excited about the IBM Network Station, and so are our customers," Richard Lawson says. "It's the perfect client for fully exploiting the benefits of the Web. High ROI is a big part of what we're all about...that's one of the major drivers behind our Web strategy. IBM Network Station plays right into that, giving our customers a solution with a remarkably low total cost of ownership."

For more information

To find out more about how network computing with the IBM Network Station and the IBM family of servers can help you make the most of your business opportunities, call 1-800-IBM-7080, priority code 6N7BK005, in North America. Outside North America, call 416-383-5152, priority code 6N7BK005.

Or contact your IBM Business Partner or local IBM representative.

If you have access to the Internet, you can find additional Network Station information via the World Wide Web at <http://www.ibm.com/nc>.

For more information on the LAWSON INSIGHT Business Management System, Enterprise/400, or other Lawson business solutions, call Lawson Software at 1-800-477-1357 or send e-mail to: info@lawson.com. You can also find information at the Lawson Software Web site at <http://www.lawson.com>.



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