Lawson Software and OAG

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• Founded in 1975; publicly traded on NASDAQ since 2001
• A leading provider of business applications in 20 languages
• 4000 Customers, 10,000 Sites, 40+ Countries
• Approximately 750 Million in Revenue, 45% US, 45% EMEA, 10% AP
• Approximately 3,600 employees and offices/affiliates serving America, EMEA and Asia/PAC
Merger with Intentia in 2005

**LAWSOHN**
Enterprise Applications for Service-Oriented Industries
- Primarily North America

**NEW LAWSON**
Rich Capability
- Enterprise Scope
  - Applications for the Global Market

**INTENTIA**
Enterprise Applications for Manufacturing, Distribution and Maintenance Industries
- Primarily Europe and Asia-Pacific
TYPES OF CLIENTS

**Manufacturing**
- Fashion
  - Sara Lee Branded Apparel
  - Jimmy Choo
  - St John Knits
  - Ralph Lauren Polo
- Food & Beverage
  - H. J Heinz
  - The Irish Dairy Board
  - Findus
  - Sunshine Bakeries

**Trade**
- Wholesale Distribution
  - AAI
  - FosterGrant
  - Hagemeyer
  - FMC
  - FoodTech
  - Olympus
- Retail
  - Safeway
  - Wal-Mart
  - SUPERVALU
  - Smart and Final
  - Mervyn's

**Service Providers**
- Asset Intensive
  - Scandinavian Airlines
  - Nissan
  - Dublin Port Company
  - British Nuclear Fuels
- Healthcare Providers
  - Advocate Health Care
  - New York-Presbyterian Hospital
  - Catholic Healthcare West
- Education & Government
  - State of Michigan
  - City of Greensboro, North Carolina
  - Charlotte Mecklenburg Public Schools

7 of top 10 Retailers
8 of top 10 Providers
Technology Architecture (J2EE)

- **Database Server**
  - Oracle
  - DB2
  - MS SQL Server

- **Application Server**
  - Active Object Repository
  - Business Applications

- **Web Server**
  - Lawson Web Services

- **Access**
  - Mobile Devices
  - Clients
  - Browsers

- **External Systems**

- **People**
  - Finance
  - HR
  - IT
  - Sales
  - Partners
  - Vendors
  - Other
Through technology cycles of change

OUT
- Proprietary
- Monolithic Applications
- API’s & EAI Tools
- Rigid Processes

IN
- Standards
- Independent Components
- Reusable Web Services
- Solution Choreography

OUT → IN
THE “SOA” PHENOMENA

Promises Tied to SOA
- Solve the integration complexity problem
- Address changing...

Shifts to
Well-Defined, Atomic Functional Components and Processes

Application Monoliths
Black or Opaque Boxes

FORRESTER
Service-oriented
On-line

Gartner
Landmark Platform built on SOA

Lawson Announces Breakthrough Business Application Platform Expected To Boost Software Quality And Adaptability

Landmark Applications Will Position Lawson Applications and Customers for Service-Oriented Architecture
LAWSON SOA TECHNOLOGY DIRECTION

Lawson Landmark
(Simplicity)

IBM WebSphere
(Standards)
Landmark

- Innovation in construction
  - Lawson Pattern Language
- Business analyst can build
- Radical improvement
  - Simplicity
    - Reduction in lines of code
  - Adaptability
    - Business analyst working with customer and blueprint
  - Quality
    - Faster stabilization rate Fewer lines of code
Landmark Applications

LAWSON INTRODUCES FIRST LANDMARK-DEVELOPED APPLICATION DESIGNED FOR SOA

Lawson Strategic Sourcing Helps Customers Improve Supplier Relationships; Reduces Time and Costs Associated with Sourcing Events
<table>
<thead>
<tr>
<th>Better Components</th>
<th>Better Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workflow / Process Automation</td>
<td>Enterprise Service Bus</td>
</tr>
<tr>
<td>Application Web Services</td>
<td></td>
</tr>
</tbody>
</table>

**LANDMARK Design Studio**

**LANDMARK Enabling Technology**
SIMPLY BUILDING BETTER APPLICATIONS

- Landmark **automatically constructs** application components from *specifications* with no manual programming.

- Landmark provides pervasive **signature features** in every application component.

- Landmark makes application components that **integrate better**.
SIMPLY BUILDING BETTER INTEGRATION

- Landmark **simplifies integrating** disparate applications in a services oriented architecture
  - In Business context, not Technology (OAG)
  - Built on standard-based connectivity (WSDL/SOAP)

- Landmark **delivers integration separately** from business applications
  - Industry-specific solutions

- Landmark enables preconfigured, out of the box, **integration solutions**
  - Pre-packaged solutions to fit purpose
  - Loosely coupled solutions
  - Interfaces preserved through application upgrades
SIMPLY BUILDING BETTER INTEGRATION

The Old Way
API / Point-to-Point Architecture

The Landmark Way
Event Driven Document / Enterprise Bus Architecture

THE RESULT
DELIVERY OF INTEGRATION “SOLUTIONS”… NOT PROJECTS
Business Integration

- Business Integration Service
  - is a standardized and simplified interface used to develop an integration solution

- Business Integration Application
  - preconfigured integration scenario between two or more applications
Problem Characteristic

Decrease Effort and Cost!

Using Standards

Number of applications and/or time

Point-to-Point

Strategic decision

[Diagram showing the relationship between the number of applications, time, costs, and strategic decision, highlighting the benefits of using standards to decrease effort and cost.]
What would we like to achieve

Application X

Application Y

Application Specific Business Object

Support the way we think and the way other think!
- Not the way the system happens to be
This will support the consistency over the time
Project Landmark – Better Integration

- Simplify and solve the integration problem
- Services
  - **Web Services**
    - Standard based connectivity to Lawson business components
  - **Business Object Document Web Services**
    - A complete and standardized set of simplified interfaces for integrating to a Lawson application
  - **Business Object Document Repository**
    - Repository and registry of all published Business Integration Services
  - **Business Integration Applications**
    - Integrates one or more business applications based on business integration scenarios
    - Preconfigured and ready to use integration application
In Summary

✓ **Packaged industry-specific solutions**
   - Product-centric (M3) versus Service-Centric (S3)
   - Industry specific functionality & pre-configured solutions by industry

✓ **SOA and Integrations**
   - Industry Standards – OAG, HR-XML
   - Adaptable and integrate-able components
   - Integrated system deployment with pervasive signature features

✓ **Scaleable industry-standard technology stack**
   - Optimized for IBM WebSphere
   - Deployable on multiple databases, operating systems, and hardware configurations
Thank You

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