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M&D Customer News

Customer Experience Survey

Our mission is to make our customers stronger so we are listening carefully to your feedback and putting actions in place to respond to your suggestions.

We have made a significant effort to contact all customers who gave feedback to discuss ideas further but thought it would still be worthwhile to give you an overall view of what we heard and what we plan to do as a follow-up. In summary, you were most positive about our products and least positive about our professional services. The most widely suggested improvements were as follows:

- Improvements in Customer Service
- Improvements in the product and industry knowledge of our professional services teams
- Easier input into product enhancements

We will be communicating the results of actions we are taking in our regular newsletters. Our efforts to make improvements based on this feedback are being led by our Chief Customer Officer, Peter Quinn. If you'd like to contact him directly to discuss your feedback, you can contact him at peter.quinn@lawson.com.

Because this survey provides you such a simple and effective way to give us direct feedback, we will run it twice every year. The next short survey is planned for November 30th to December 11th, so please look out for it and invest a few minutes to respond, we are listening to all your suggestions.

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MyLawson.com – Your invitation to join

MyLawson.com, your new customer site is ready and available for you to use today. It promises a much simpler and easier way of communicating with Lawson and is free of charge to ALL customers with a current maintenance agreement.

All you need to do is to [complete an on-line form](#) to assign a Customer Administrator and you will then have access to all your Lawson information in one place. MyLawson.com gives you:

- A single point of access to Lawson's support systems and knowledge databases
- A complete record of all your Lawson products, versions, account balances and more
- Contact details for all your Lawson team
- Control over access privileges for your own Lawson team

Once you complete the form, we will activate the account for you. In the near future MyLawson.com will become the only way to access Lawson's support systems, so I do advise that you get connected as soon as possible. [Click here to find out more about MyLawson.com.](#)

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M3 Product Enhancement Survey

Last year we ran the first M3 product Enhancement Survey which gave you the opportunity to help identify and prioritise suggestions for future releases of our products. The 2009 survey is now open for your input and we are eagerly awaiting your feedback.

The process is already producing great results for our customers as the following statistics demonstrate:

- 303 unique enhancement requests identified
- 75 requests will be delivered in the next release, M3 10.1
- 50% of the top 50 requests satisfied in the next release

The enhancement proposals have been assembled with the assistance of the Global Association of M3 User Groups (GAM3) and therefore with all User Group members. This survey now asks for your opinion about the priority of each suggestion. Your feedback through the [M3 Product Enhancement Survey](#) is important to us and will help you to increase the value you get from your investment in Lawson products.

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Lawson – Delivering Value with Low TCO

In a recently published Axis Analyst Insight, the Aberdeen Group reports that: "The average cost per user of a Lawson ERP implementation rivals the per user cost of much larger installations and Lawson midsize companies pay the lowest cost per user of all."



The Insight presents vendor-specific highlights from Aberdeen's annual ERP benchmark report and the ERP in Manufacturing AXIS report, both published June 2009.

You can read what Aberdeen had to say about Lawson here: [The Aberdeen Group "Lawson: Delivering Value with Low TCO"](#).

You can also view the annual benchmark report here: [The Aberdeen Group "ERP in Manufacturing 2009"](#).

Please note that a brief registration is required.

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Lawson M3 Enterprise Search (LES)

Lawson M3 Enterprise Search (LES) is a deeply integrated, intuitive, simple-to-use search application for Lawson and non-Lawson data to help you search and find relevant information securely and fast. LES provides an entry point into the Lawson ecosystem by producing search results from Lawson ERP as well as user's desktops that they can act upon.

Using a separate and dedicated search engine LES is the single solution to transform how you use your existing Lawson M3 applications without affecting performance.

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What Happened at What's Next?

Our European customer event went on tour in September and October to four locations across Europe. The theme for the event was [What Now?](#) and the presentations and workshops focused on how Lawson can make a difference for your company today.



On [this page](#) you'll find links to the initiatives, programs and tools that we introduced and talked about during the day. Initiatives like the Value Improvement Program (VIP), which is designed to help you get more value from your Lawson investment right now.

[Click here](#) to find out how your company can benefit from VIP, Enterprise Search, M3 Analytics, Opportunity Analyzer, and more.

If you missed the event, you can also view the [main stage presentations](#) for an update on company strategy, our recent verticalization, product development, and support and services.

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Lawson M3 Adaption Kit (MAK)

New Version of Lawson M3 Adaption Kit (MAK) now available - Protect your investment and streamline the process of future product upgrades. Want to know more? [Have my Account Executive Contact Me.](#)

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Times Change, Will You?

Technology keeps developing, no matter what. To increase productivity, competitiveness and cut costs, you need to keep up. Sign up for Lawson Mobility webinars that will introduce you to simpler, cheaper and smarter ways to increase productivity. It's Time to Simplify! [Click here to watch the video.](#)

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Lawson InterACTIVE – M3 Webinars for customers

Lawson InterACTIVE simplifies the process of signing up and attending webinars for M3 customers in Europe. Available in English, German, French and Swedish, the webinars are 30 minutes and covers new products, solutions and services. You want to know more, visit <http://interactive.lawson.com>.

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Lawson Learning vLabs

When it's time for class, simply open your web browser and sign in. In today's challenging economy, organizations still need to train their employees but cannot afford extensive travel costs. vLabs are just like being in the classroom - only easier. Visit <http://vlab.lawson.com> to learn more.

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