

Portable UNIX leader Tadpole-RDI looks at how its world-class UNIX workstations and servers are being used by global software vendor Lawson to better demonstrate and sell the full capability and benefits of its corporate knowledge, products and services.

Lawson Software, the leading provider of Self-Evident Applications™ (SEA) for the NetGeneration, offers role-based Web solutions for financials, human resources, procurement, supply chain and performance management.

With more than 2,500 mid- to large-sized corporate customers, Lawson has distinguished itself competitively through a unique blend of feature-rich customer solutions, technology innovation and user-friendly support.

Lawson has offices in 15 countries, more than 20 distributors worldwide and a 96% client retention rate over five years. The company is headquartered in Minneapolis and London.

Revenues 1998
Website

Over \$230 million
www.lawson.com



PrecisionBook ... Putting all the power and performance of HP desktops into the hands of global customers.

TADPOLE RDI

Portable UNIX Workstations and Servers for a Mobile World

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User Story

WITH PORTABLE UNIX, LAWSON GIVES UP BITING BULLETS

When it comes to on-site product demonstrations, customer-centric Lawson Software has few peers, if any. Getting the full genius and capability of its much-acclaimed products in front of the customer is driving corporate culture and is rigidly applied at each of the software provider's 3,000 plus annual sales presentations.

"You can develop the best software solutions available in the world, but if customers don't appreciate or understand their full potential and the business benefits right from the start, they'll very probably go elsewhere," says Randal Barnes, Lawson's Director of Field Operations Technology.

Until mid-1998, however, Lawson's schedule of customer demos by its sales teams was a continuing saga of frustrations, hassles and sky-high shipping costs. With its business presentation model based on large static servers, Lawson's mobile demo teams were forced to lug the cumbersome 60 pound heavyweights to the nearest airport, check them as excess luggage and just hoped they would be operational upon arrival at a customer's site.

"That's a very difficult and unreliable route-to-market, but in the absence of a truly portable server solution at that time, we had to bite the bullet," recalls Barnes.

Happily for Lawson, the days of possible business-limiting equipment failure and uncontrollable total cost of ownerships (TCOs) from shipping desk-designed static UNIX servers around the world came to an end last year when portable UNIX leader Tadpole-RDI launched its first notebook-sized portable HP-UX workstation.

Called PrecisionBook, this unique family of portable UNIX workstations put the full power and capability of UNIX computing into the hands of Lawson's demonstration teams and quickly became the cornerstone of its mobile computing strategy.

Weighing just 7.5lbs and built around the PA-7300 LC processor, features of the 100% HP-UX binary compliant portable workstation include extensive memory, up to three large removable disks, bright active matrix TFT displays and VISUALIZE-EG graphics.

"PrecisionBook is a remarkable feat of engineering," says Lawson's Director of Field Operations Technology. Barnes adds: "Quite simply, it provides the equivalent performance of true desktop server hardware at a fraction of the size and weight, and at on-site demos, allows our customers to test drive Lawson products in real-time and actually see them in use."

Today, Lawson has more than 100 customer demo teams serving key markets. Equipped with a PrecisionBook and a standard notebook, the demo teams create a client/server environment with PrecisionBook acting as on-site server, which can be linked to Lawson's corporate servers via WAN or remote access. Every PrecisionBook has the same ERP software, and with its large removable disk feature, can be loaded with the specific Lawson database relevant to the vertical market being addressed.

"Thanks to PrecisionBook, we gave up biting bullets," quips Barnes.

Building upon the success of PrecisionBook for its field operations, Lawson now plans to extend the use of Tadpole-RDI's portable HP-UX workstation across other operations, specifically training.