

# Lawson® Ledger for Your Enterprise

## Industry-Specific Function and Flexibility

### **At-a-Glance**

In the rapidly evolving financial services industry, new opportunity abounds. Mergers, acquisitions, product line convergence, globalization and commoditization have enabled visionary enterprises to sprint ahead of the pack, while others struggle to survive. Without exception, the financial services organizations that thrive possess a common trait: the ability to maintain a healthy picture of profitability in an industry that has traditionally faced barriers to raising new revenues. They do it with a balanced system of financial management, one that emphasizes solid accounting practices, information decentralization and tight control of project costs.

### **Counteracting the Squeeze on Profits**

Lawson® has unified the concepts of general ledger, strategic ledger and project accounting, creating a “ledger for your enterprise,” with specific functionality for financial services. The result is a comprehensive, integrated suite of Lawson Financial solutions, ready to help your organization reduce costs and boost profitability.

For today’s financial services enterprise, effective financial management has never been so strategically important — or so severely tested. Controlling costs and maintaining profitability require more than sound accounting practices. Your organization needs a system that offers role-based access to actionable, up-to-the-minute information, with the least amount of complications to the lives of the people who use and maintain the system. You should enjoy the flexibility to customize the ways you track information, without requiring costly and time-consuming reconfigurations of your accounting systems. Understanding the overall financial health of your organization is not enough. You must identify costs where they originate, at the project and activity level. From inception to completion, managers must be able to keep these projects on track and within budget.

### **Powerful, Flexible, Industry Focused**

In your real world, financial management is not the domain of a select few, carried out solely at a high level. It happens down in the trenches, every hour of every day. It involves both financial and non-financial people at multiple levels, making myriad decisions, large and small. Lawson Financials solutions are built for your real world.

In creating a “ledger for your enterprise,” Lawson has transformed previously fragmented financial management concepts into a powerful, integrated solution, tailored to the financial services enterprise. Vital data, originating in Lawson and non-Lawson systems, can come together to foster a keen understanding of company-wide performance, whether it's overall profitability or the contributions of a specific product line. With this information, you gain the upper hand on costs and position your business for continuing success.

### Three Components, One Solution

Lawson General Ledger represents more than reliability, accuracy and compliance with statutory requirements. As the hub of your financial management system, it can offer you tremendous flexibility. You can customize General Ledger to handle data from multiple locations anywhere in the world and to manage numerous reporting cycles. Industry-specific functionality includes Average Daily Balance, used to perform interest calculations on end-of-day or end-of-month deposits or debits.

Important as they are, basic accounting and a macro view alone won't keep your enterprise on a competitive, prosperous footing. You need answers to questions such as: Which product lines are contributing to or detracting from profits? Which distribution channels, regions and customers are most profitable? Strategic Ledger extracts data from disparate systems across the enterprise, including General Ledger, to fuel user-defined data marts for analysis and reporting. This information is immediately accessible, role-based, current and secure, allowing real-time metrics to gain insight as to where your business is going.

Strategic Ledger lets you create calendars (daily, weekly, monthly, quarterly) which function independently of the General Ledger calendar. Normal operations are not disrupted, nor are data warehouses created unnecessarily. And because it's user-driven, Strategic Ledger demands minimal involvement from already busy IT departments.

Of course, you can't improve profitability unless you systematically address cost issues where they originate. Project and Activity Accounting equips you to manage the full life cycle of every internal and external project, helping to ensure that they're completed on time and within budget. It tracks project data in a unique ledger — yet one that is integrated with other Lawson and non-Lawson systems — making it readily available for reporting and analysis.

You will also be able to track a wide array of projects, contracts and capital investments. For example, track the expense of a mission-critical IT project, determine the return on investment for a new venture, or analyze the cost of acquiring a new customer. You're in full control of how Project and Activity Accounting serves your enterprise.

### Coming Together into Sharp Focus

Lawson understands that information, no matter how accurate or current it is, has little value unless it's accessible and presented in meaningful, useable ways. With Lawson Analytics, your decision-makers can create customized, sharply focused snapshots of enterprise performance, extracting and combining metrics from Lawson General Ledger, Strategic Ledger, and Project and Activity Accounting, as well as other Lawson and non-Lawson applications.

The Lawson Enterprise Performance Management (EPM), comprising of Lawson Business Intelligence (LBI) Suite and Lawson Add-ins for Microsoft Office, provides unrivaled power for accessing the data held in your ledgers, including those held outside the Lawson system. You can present this data in a meaningful way using dashboards and use the technology of Lawson Smart Notification® to deliver key data directly to those who need it. In addition, Lawson Drill Around® which is an exclusive feature to Lawson applications, allows you to go behind the numbers even when they come from multiple applications.

### Positioning You to Seize Opportunity

In the current financial services marketplace, the rewards go to those who are most flexible, informed and quick to respond. Lawson Financial solutions — “ledger for your enterprise” — can position you to capitalize on new opportunities that help keep your organization operating efficiently, profitably and a giant step ahead of the competition.

## Lawson Financials

- With Lawson Financials, you get a “ledger for your enterprise”: the solid financial management foundation of a General Ledger, augmented by the user-defined analytic repository of Strategic Ledger and the end-to-end management capabilities of Project and Activity Accounting. Lawson Financials products include:
- Accounts Payable
- Accounts Receivable
- Asset Management
- Cash Management
- Enterprise Budgeting
- General Ledger
  - Multi-book Ledger
  - Average Daily Balance
  - Encumbrance Accounting
- Lease Management
- Grant Management
- Payables Management
- Project and Activity Accounting
  - Billing and Revenue Management
- Strategic Ledger

## Contact Lawson

For more information about Lawson® Strategic Ledger or other Lawson financial products, visit [www.lawson.com](http://www.lawson.com), or call 1-800-477-1357 or 651-767-7000 (U.S. and Canada); outside North America, call +44 (0) 1344 360273.

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