

Eder GmbH Deutschland



## **Eder GmbH Deutschland Chooses Lawson M3 Enterprise Management System for Equipment Service Management**

### **Industry-specific solution from Lawson to help support Eder's growth plans.**

Lawson announced today that Eder GmbH Deutschland (Eder), a company specializing in selling, leasing and servicing agricultural machinery and forklifts, will implement the Lawson M3 Enterprise Management System for Equipment Service Management. The company signed a contract with Terna, a Lawson channel partner in Germany. Eder will use the Lawson system for Equipment Service Management along with Lawson Mobile Service to help support its increasing business demands. The contract was signed during the third quarter of the 2008 Lawson fiscal year, which ended February 29, 2008.

Strong growth within the Eder group of companies meant the company needed an industry-specific solution with integrated business processes. Eder's legacy system could no longer support its requirements and the company determined that further in-house development of its enterprise software systems would be too expensive. In addition, Eder wanted to implement a solution that offered a new business model for communicating more efficiently with its business partners.

Eder selected Lawson over competing ERP offerings because the company needed an industry-specific ERP system compatible with its existing IBM System i platform. The company also selected Lawson because it offered implementation support through the Lawson local partner, Terna. The company will use the Lawson solution in conjunction with other software solutions for customer relationship management (CRM), payroll and operational data collection.

"We were looking for a highly integrated solution that would cover our key business areas," said Peter Eder, managing partner at Eder. "We want to optimize synergy internally and improve communications with our partners. Mapping a heterogeneous company network was one of the biggest challenges. With the Lawson solution, we have found a system that will help us solve this and achieve our set targets."

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“The Lawson solution for Equipment Service Management and Mobile Service is a great fit for Eder’s business needs,” said Friedbert Schuh, the general manager for Lawson Central Europe. “We look forward to starting this project and working successfully with Eder and our partner, Terna.”

Christian Kranebitter, managing director of Terna added, “Given Eder’s strong growth, it was crucial to optimize and streamline the company’s business processes. We look forward to working with Eder and are confident that we will be able to help the company realize its ambitious plans for the future.”

## About Lawson

Lawson provides software and service solutions to 4,000 customers in the manufacturing, distribution, maintenance and service sector industries across 40 countries. Lawson solutions include enterprise performance management, supply chain management, enterprise resource planning, customer relationship management, manufacturing resource planning, enterprise asset management and industry-tailored applications. Lawson solutions assist customers in simplifying their businesses or organizations by helping them streamline processes, reduce costs and enhance business or operational performance. Lawson is headquartered in St. Paul, Minnesota, and has offices around the world. Visit Lawson online at [www.lawson.com](http://www.lawson.com).