



## Information can be your most valuable tool to improve your asset maintenance and work order management processes.

Get your complimentary copy of the Aberdeen Group's September 2007 benchmark study, *Ground Up Strategies for Asset Performance Management*.

Plus, download your copy today at [www.lawson.com/APMstudy](http://www.lawson.com/APMstudy) and receive a FREE *365 Days of Duct Tape 2008 Page-A-Day Calendar*.

Date

«First Name Last Name»

«Title»

«Company»

«Address 1»

«Address 2»

«City», «St» «Zip»

Dear «First Name»:

### Can you believe that some people think of this as an Asset Maintenance Strategy!!

Reactive vs. Proactive asset maintenance and work order management can be a tough choice to make when dealing with disconnected enterprise systems or complex manual processes. Reducing risk and maintaining compliance, while consistently maximizing resource availability and operational capacity, can mean a lot of quick fixes here and there.

With challenges like these, your best resource can start with information. Leading industry analyst, the Aberdeen Group, provides best-practice research in their September 2007 benchmark study, **Ground Up Strategies for Asset Performance Management**. Get your hands on this report, FREE!

Simply download your own copy at [www.lawson.com/APMstudy](http://www.lawson.com/APMstudy). When you download this report, you'll automatically receive *365 Days of Duct Tape, 2008 Page-A-Day Calendar*, featuring wacky, and sometimes amazing, alternative uses for the fix-all, silver-colored, adhesive material. Otherwise, fill out the enclosed card and we'll send you a hard copy of the Aberdeen study with your copy of the 2008 calendar.

Did you know that Lawson can help you develop and manage an effective asset maintenance and work order strategy? The Lawson Enterprise Asset Management Suite is a best-of-breed solution designed to increase the performance and the lifecycle of your critical resources.

Sincerely,

Brian Murphy  
Vice President, Public Services  
Lawson

P.S. Receive your FREE Aberdeen Group benchmark study *Ground Up Strategies for Asset Performance Management*. This report investigates the ways top performing companies develop corporate cultures of reliability and improve overall processes for maintenance and work order management. Download your copy – FREE – at [www.lawson.com/APMstudy](http://www.lawson.com/APMstudy) today. PLUS, we'll send you your *365 Days of Duct Tape 2008 Page-A-Day Calendar*.

