Menu of Services

D. LAWTON ASSOCIATES

**Full-Service
Business Applications
Consulting**

> *"Your IT success is our business — our only business."*

Tips for a successful IT project:

Tip 1:
Put your best people on your IT project team.

Tip 2:
Make sure everyone on your team understands
your business requirements.

Tip 3:
Prepare a detailed work plan,
and review it regularly.

Tip 4:
Solve your most important problems first.

Tip 5:
Recognize everyone's contributions
and celebrate success.

Overview

Since 1986, D. Lawton Associates has been providing a full range of business applications consulting services for over 200 companies in New England. Our clients are large and small, and every size in between. They are major universities, thriving manufacturers, efficient hospitals, profitable banks and leaders in a variety of other industries.

The common thread in all of our work is success. Each project presents its own challenges. Our project teams rise to the occasion, overcoming every obstacle to a successful implementation. *The result is an enviable track record of success that is far above the industry average!*

You need a committed, stable and reliable organization to work with you to help you minimize these risks. We are one of the few companies today with client relationships approaching 20 years. *If you want to know what it is like to work with us, talk to our current clients*.

A free initial consultation – not a sales call – is offered upon request. You can explain your goals and the steps you've already taken to one of our consultants, and we'll be happy to advise you as if you were already a client. If you like the 'free sample', you know where to find us.

Mission Statement

Our mission is to ensure the success of our clients' IT projects through the timely and effective delivery of the necessary services.

In support of this mission, we will:

- Ensure that our team has the needed technical & management skills.
- Establish a respectful and rewarding work environment so the best people will want to work for us.
- Provide access to an even broader skill set through strategic partnerships.

Our Commitment

Over the past two decades, our clients have learned they can count on our commitment.

- We are committed to your success, simply and unambiguously. Our track record has proven that our focus on your success is the best way to ensure our own.
- We are team players. We believe that tasks should be assigned within a project team based on skills, availability and cost. We're happy to do (or not do) whatever makes sense for the success of the project.
- We will keep you informed of the status of our efforts every step of the way. We will make sure you know what we're about to do, and we'll tell you when it is done. We know you don't like surprises.
- We will always be responsive. We will return phone calls. We'll be there for you when you need us.
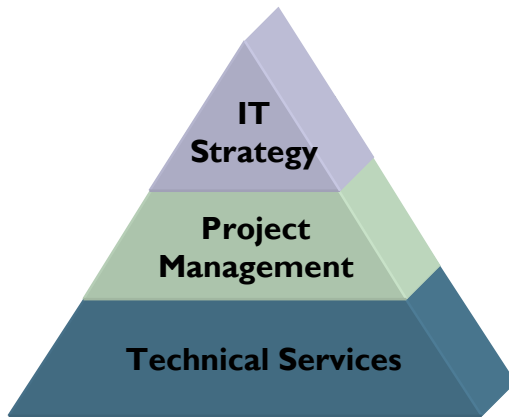
What do we ask of you, in return?

- Please let us know of any changes in your business that might impact out project.
- Ask questions. If something in our approach or work plan doesn't make sense to you, please reach out to us.
- If you are happy with our work, please tell other people (in your organization and elsewhere) about us. Referrals are our primary source of new business.
- Please pay our invoices promptly, or let us know if you have any questions.

We don't ask you to commit to a costly, long-term service contract with DLA. *Only engage us if it makes sense for you!*

Our Services

D. Lawton Associates offers a full range of IT consulting services:

- Our **technical services** produce timely and effective results. From software selection to custom solutions and ongoing support, we offer the full range of services you require. These are described in more detail on page 6.
- Effective **project management** will help you keep your project under control. You want to avoid surprises or minimize their impact. An overview of our project management process is found on page 7.
- Use our **IT strategy** services to make sure you're solving the right problems, and that your IT budget and project timeline make sense for you. See page 8 for additional information.

The broad spectrum of our IT consulting services
is described on the following pages.
Please call us if you have any questions.

"We deliver on-time, within budget, exactly what you're looking for."

Technical Services

Our focus is on delivering the technical services you need, when you need them. You benefit from our expertise, teamwork, perspective and commitment. You're in control.

Our technical services include:

- **Business Analysis**. *Make sure that you're solving the right problem.*
- **Make/Buy Analysis**. *If you can purchase off-the-shelf software that meets your needs at a reasonable price, it is your best option.*
- **Software Selection**. *Determine which off-the-shelf solution is best for you (includes vendor and technology assessment).*
- **Custom Solutions**. *Design, Develop and QA software that meets your unique requirements.*
- **Implementation**. *Avoid surprises during the roll-out.*
- **Data Conversion**. *Move all your existing data into your new applications.*
- **Documentation**. *Develop the technical, training and reference materials you need.*
- **Web Sites/Portals**. *Use the Web effectively to strengthen your relationship with customers, vendors and employees.*
- **Data Warehouse.** *Aggregate data from several applications for easy analysis and reporting.*
- **Reporting**. *Your business information is only working for you if it is in the right format.*
- **System Integration.** *Automate feeds between your applications, or add a user-friendly front-end.*
- **Training**. *Ensure that your staff is prepared for the roll-out of any new technology.*
- **Technical Support**. *Establish an efficient trouble reporting and escalation process.*

Since you pay only for the services you actually require, outsourcing your business applications tasks to DLA makes good business sense.

Project Management

Your project can be completed on schedule and within budget, but it just doesn't happen by chance. It requires a realistic plan, monitoring to identify issues and problems as soon as they occur, consistent attention to proposed changes in project functionality, scope and staffing, and a creative flexible approach to keeping things on track.

Effective project management typically requires labor hours between 15% and 20% of the work being managed. Do you have someone on staff with both the time and experience needed to effectively manage your project? **We can help you manage the project or we can manage it for you.**

A well-managed project will require:

- **Project Planning.** Determine project phasing, tasks, assignments,schedule and fallback strategy which makes effective use of resources while minimizing risks and providing for early identification of issues.
- **Project Team Oversight.** Assemble the project team, ensuring that the necessary skills and perspectives are represented. Make sure that roles and responsibilities are clearly defined. Maintain short-term action lists and follow up as needed.
- **Issue/Risk Management.** Identify, record, and recommend approaches and resolutions for project issues and risks.
- **Status Tracking/Reporting.** Monitor and report on project costs and milestones, forecast trends, and recommend actions in response to identified situations. These actions may include revised features or budget or schedule.
- **Meeting Management.** Facilitate communications and maintain momentum by ensuring that regular team meetings are productive.
- **Change Request Management.** Identify potential feature and scope changes, estimate project impact of each change, and determine if and when changes will be made.

Project management is all about process, and it is unfortunately the weak link in many IT efforts. We have a proven process that can help you transform your requirements into the necessary actions for a successful IT project.

IT Strategy

Ideally, every current IT project is an integral part of your IT vision. Your IT vision should be driven by your business vision, and both should be documented to ensure that everyone in your organization knows where you're going and can help you get there. **We're happy to participate in your planning process or, if you wish, to lead it.**

Upon your request, we will assign a CIO-level consultant who will work with you to ensure the long-term success of your IT efforts:

- We will join your key staff in your business planning meetings. We can explain, when needed, both the potential and risks of your IT options.
- We will prepare an assessment of your current databases, applications and technical infrastructure.
- We will help you develop a long-term IT plan that reflects your long-term business plan.
- We will help you manage the pace and frequency of technology, infrastructure and applications upgrades.

We often recommend an annual high-level planning cycle (typically 3-5 days of work for us) and mid-year reviews to identify critical issues that need to be addressed, but all of our IT strategy services are optional. You're in control.

Avoid short-term thinking and costly IT mistakes. Use our IT Strategy services to keep your IT effort focused on what's really important to you and your organization.

> *"Every new application should be part of your long term IT vision."*

Technical Partners

When you work with DLA, you benefit from the technical resources and expertise of these companies. We use their products and services, as needed, to ensure the success of your IT projects.

Our Philosophy

1. **CLIENTS.** Service comes first. Communications and teamwork begin with listening. Clients' best interests are our best interests. We desire continuing relationships, and we strive to be worthy of them.

2. **PROFESSIONALISM.** We are proud of our product, and the way we deliver it. We are proud of our skills, and we invest in keeping them current.

3. **BUSINESS FOCUS.** We solve customer problems, not computer problems. Business solutions always involve more than just hardware and software. Business solutions must make economic sense.

4. **CAN DO.** Nothing is impossible. No job is too large or too small or unworthy of our talents, if it needs doing.

5. **TECHNOLOGY**. We will install no technology before its time. We will recommend leading edge, state-of-the-art solutions, to meet customer requirements, if the risks and costs are acceptable. For many purposes, proven technologies still work best and unbroken things are best unfixed.

6. **PERSPECTIVE.** Subject only to the above, have fun. Life is too short.

Partial Client List

Large Organizations	
Harvard University *Research University*	Developed a Web-based application to support the annual budget cycle, including budget calculations, submission, approval and reporting.
Massachusetts Institute of Technology *Research University*	Developed a custom application to manage the portfolio of intellectual property created by MIT, including email integration.
Boston Medical Center *Hospital*	Developed a suite of custom reports including a user-friendly front-end, integrated with their central (Lawson) accounting system.
State Street Bank *Financial Services*	Developed an application to manage pooled endowment trusts with FAXed reports to clients.
State of New York **Office of State Comptroller** *State Government*	Developed a custom application to print claim forms, letters and affidavits for claimants of abandoned property, including bar codes for subsequent scanning.
Medium Organizations	
SunSetter Products *Direct/Internet Marketing Manufacturing*	Customization and support of an order processing system used by customer service representatives, integrated with central accounting system.
Red Lion Controls *Manufacturing*	Evaluated off-the-shelf software for accounting and CRM needs. After selection, we integrated their systems and developed Business Intelligence reporting to support a global expansion.
Third Sector New England *Nonprofit Services*	Development of a custom fund accounting system, to track projects funded by federal, state and private grants.
Brookings Institution *Non-profit public policy organization*	Enhanced our web-based budget application to support long-term forecasting, facilities budgeting, salary hours tracking, proposals and anticipated revenue. Developed a suite of reports with actuals from their ERP system to provide management data for each quarterly and annual review cycle.
Small Organizations	
Profile Inspection Services *Real Estate Inspection*	Developed a custom case management system to track property inspections which are in progress and complete, with Web integration.
Paul R. Chalifoux, D.D.S. *Dentist*	Developed a complete patient records management system, including insurance billing.

There are many reasons you should choose
D. Lawton Associates.

- We have a proven track record, successfully implementing custom-tailored systems since 1986.

- We strive to establish long-term relationships with our clients, many of whom are listed on our Web site. As we learn about your needs, we can refer you to past clients for whom we've completed similar projects. All of our accounts are great references.

- Our responsiveness to your needs and requests is unequaled. We are dedicated to your success, and the success of your systems project.

- Our management and technical staff are the best in the industry, with an average of more than 20 years of relevant experience.

Call today for your FREE initial consultation.

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business solutions

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