

# WiseFish and Dynamics NAV 2017



Wise is an Icelandic software company that specializes in business solutions for all business sectors, emphasizing the Dynamics NAV accounting system which suits companies of all sizes. A new version of the software, WiseFish and Microsoft Dynamics NAV 2017, is now available, both through subscription or by purchasing where the buyer then operates the system him/herself. The version has several new features, such as being even more compatible with Microsoft Outlook, both contacts and diary, reporting has been made easier, and it is also more compatible with other Microsoft software systems.

## WiseFish for the fishing industry

Wise has been a leader in software development for the fishing industry for two decades, servicing a great number of businesses both in Iceland and internationally. Wise solutions span the whole value chain of the fishing industry, from fish farming and fishing, to sales and distribution. Among Wise's specialized solutions are the Wise Export System, and a various WiseFish solutions for the industry.

"Like in all other businesses, it is imperative for managers in the fishing industry to have good oversight," says Jón Heiðar Pálsson, Sales and Marketing Manager for Wise.



"WiseFish keeps track of the fishing and fishing methods, how much is being landed and what species of fish. The program can also monitor the status of the quota and keeps track of each processing stage. WiseFish connects with other systems on the ground, like Marel's Innova software, and can also communicate with peripheral equipment like scales and scanners. The system offers one-click, end-to-end lot traceability and notification. WiseFish also has an inbuilt HACCP quality management system that can be used for all production."

## Hosting on the cloud

Easy access to your information through a number of ways and locations is increasingly important in today's society. Microsoft Office 365 is one of the most popular office software in the world today, now available for subscription at Wise through a monthly fee. By choosing Microsoft Office 365 you can significantly reduce your IT overhead.

"Hosting of accounting services is an economic option for companies of all sizes,

## WHAT IS WISE ANALYZER?

- Wise Analyzer is a user friendly analytical processor and data warehousing software, designed to communicate with Dynamics NAV basic system that hosts the data you are accessing.
- Wise Analyzer allows you to see your financial, business, accounting, stock, and process information in a wide range of views.
- Wise BI cubes can be viewed from different perspectives with Wise Analyzer. You can choose between cubes such as financial, supplies, sales and work cubes.
- Wise reports allow the users to become subscribers or to extract reports with key numbers from the business, such as finances, operations, business connections or human resources.
- Data is updated either in real time or at a given point in time, forwarded to the user by whatever means are convenient at that time.



Sales manager Björn Þórhallson, sales and marketing manager Jón Heiðar Pálsson and seafood industry solutions sales manager Hallgerður Jóna Elvarsdóttir know exactly which Dynamics NAV software package will suit your company best.

#### DYNAMICS NAV SUBSCRIPTION

Subscription is an economical model that provides an opportunity to obtain Wise business solutions through a monthly subscription. It only takes a day to arrange for licencing and to adapt the accounts to the Dynamics NAV basic systems and special solutions that are applicable to most companies. Subscription is convenient as you have a set running fee and pay a monthly fee for the software, upgrades and hosting, in a sophisticated and secure technological environment. The monthly charge includes the software, upgrading and services as well as data saving, copying, data security protection and a SQL database.



accessible whenever and wherever. You can increase or decrease the number of users as necessary and the start-up cost is at a minimum as there is no need for the purchasing of central computer equipment or licencing fees.”

Jón Heiðar says companies can choose from three types of hosting: “We offer a choice of owning an on-premise solution, subscribing to a hosted solution or combining the two at any point and time.

“Hosting makes the account accessible from everywhere in the world. The data is stored in a high-tech data warehouses, where Microsoft’s finest make sure your data is kept safe and accessible. The hosting is in the Microsoft Azure data warehouse, which is considered to be one of the safest and most powerful of its kind in the world.”

#### Tassal chose WiseFish

Tassal, the largest salmon producer in Australia, recently adopted Dynamics NAV latest edition and WiseFish along with connections to scales, handheld computers, production systems, contracts, supplies, and sales system. In spite of the distance between Iceland and Australia, the process has been smooth.

“It is a great acknowledgement for Wise that Tassal chose WiseFish and our solution, in spite of the geographical distance and time difference. The web, handheld computers, telephones and Power BI analyzing equipment are now a part of a standardized system. We have rewritten WiseFish from scratch, utilizing fresh versions of Dynamics NAV from Microsoft, enabling us to offer new functions that are also built on the Microsoft basis,” says Jón Heiðar Pálsson.