



Jón Heiðar Pálsson

An Australian company chooses WiseFish



Bárá Huld Beck

-The software company Wise has many innovations, for example hosting in a cloud, better integration with software and Wise Analyzer. Also, one of the greatest purveyor of salmon in Australia recently adopted the company's software-

The software company Wise specializes in business solutions for all sectors of the economy. It emphasizes the Dynamics NAV-accounting system which is convenient for large companies as well as small ones. Wise currently employs 80 people. A new version of the software, WiseFish and Microsoft Dynamics NAV 2017, is currently on the market and it's available by subscription but it can also be obtained and run by customers. The new version has many innovations, foremost of them being better integration with Microsoft Outlook, contacts and a diary, an easier way of producing reports, as well as handling of credit-accounts.

Provides diverse perspectives on information

Wise Analyzer is what's known as business intelligence software, fully designed to communicate with the Dynamics NAV basic system, which holds the data under inspection. Jón Heiðar Pálsson, the head of Wise ehf.'s sales and marketing division, says that Wise Analyzer provides diverse perspectives on information regarding finances, client- and creditor-accounting, supplies and task-accounting. He says that furthermore a Wise BI cube can be inspected with Wise Analyzer from various perspectives. Cubes can be chosen among such options as an economic cube, a stock-cube, a sales-cube and a task-cube.

Jón Heiðar says that Wise reports enable users to become subscribers or compile reports with key operational figures regarding finances, operation,

business connections or human resources, with information being updated either in real time or at a certain point in time and passed on to users in the most convenient fashion each time.

WiseFish for the fishing industry

Wise has been ahead in the development of software solutions in the fishing industry for about 20 years and provides services for many companies in this country and abroad. The

solutions that Wise provides span the financial breadth of the fishing industry, from fishfarming and fishing to sales and distribution. Among the specialized solutions Wise provides are the Wise export system and various WiseFish solutions for the fishing industry.

"As is the case in all other businesses it's very important for administrators in the fishing industry to have good oversight," says Jón Heiðar.



Sales dashboard: Sales by product group, customers, items and item categories.



Finance results- compared to budget and compared to last year

"WiseFish handles the overall management of the fishing and the fishing methods, how much is brought ashore and of which species. Also, the program is useful for the calculation of where the fishing quotas stand and managing production processes. WiseFish is connected to other systems on the floor, such as Marel's Innova software, and the system can be made to communicate with peripheral devices such as scales and hand-held computers," he says. He adds that the system offers great possibilities for tracing the progress of the products from fishing and through the processing- and sales-phases all the way to the consumer. Also, in WiseFish, there is an HACCP quality control system which can be used in the whole manufacturing process.

The adoption was successful

Tassal, the largest purveyor of salmon in Australia, recently adopted the new versions of Dynamics NAV and WiseFish along with connections to scales and hand-held computers, production systems, contracts, supplies and sales systems. Jón Heiðar says that in spite of the great distance between Iceland and Australia the adoption was a great success. "It's a great leg-up for Wise that Tassel selected WiseFish and our solutions despite long distances and time-differences," he says. "The web, tablets, telephones and Power BI analytical tools are now part of a standardized

system. We've rewritten WiseFish from scratch, utilized new versions of Dynamics NAV from Microsoft and then we can offer a new function which is also built on Microsoft's basic system."

Tassal is one of the leading fish-manufacturers in the world. It has a local branch in Tazmania, Australia and controls three stations which can produce ten million smolts a year. The company gives consumers a choice between various kinds of proteins with a large selection of salmon-products, for example fresh ones, smoked ones, canned ones and frozen ones. Tassal is mainly based in four areas where the typical pen is around 11.600 square meters in size and contains enough salmon to produce 80 tons of products. The company has four main processing centers where the products are produced.

Superior Gold is one of Tassal's most famous trademarks. It's smoked salmon and the gourmet's choice according to the company. The company's marketing department describes it as a superb product as the product is smoked with tender care in the Tazmanian smokehouse.

In the clouds

There is a demand in modern times for ready access to information and for the ability to obtain

the data in various ways. Microsoft Office 365 is one of the most popular packages of office software in the world today and is now available from Wise by way of subscription for a monthly fee. By choosing to subscribe to Microsoft Office 365 money is saved on hardware, copying devices and software licenses. "Hosting of accounting services is a convenient option for companies of all sizes and is accessible wherever and whenever," says Jón Heiðar. The number of users can be increased or reduced as needed and the start-up cost is minimal since there is no need to purchase a medial computer device or software licenses.

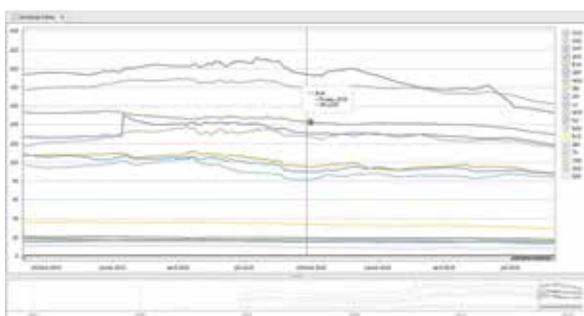
Jón Heiðar says that there are three types of hosting, depending on each company's needs: subscribing to NAV, choosing a NAV private lease or NAV private hosting. "Hosting makes the accounts accessible from anywhere in the world. The data is kept in highly sophisticated computer rooms where Microsoft's most competent specialists make sure that the data is safe and can be accessed wherever and whenever. They are kept in the Microsoft Azure data center, which is considered one of the most secure and powerful of its kind in the world," he notes.

It's easy to subscribe

More than 120 thousand companies use Microsoft Dynamics NAV today. Jón Heiðar calls it the most powerful and flexible business software on the market. "The system is convenient for large as well as small companies with different needs. Whether you are a contractor, manufacturer, in the fishing industry, a municipality, in commerce or travel services, Dynamics NAV will meet your needs," says Jón Heiðar. Invoices can be approved, the books logged or the status reviewed online on the tablet, the telephone or the home computer.

"Traditional sale of software is morphing into subscriptions and lease of software. In the past year Wise saw an increase of over fifty percent in this mode of purchase. On the website www.navaskrift.is there is a choice between ways of subscribing and access to the software can be ordered. It only takes one day to approve a license and a new accounting system with Dynamic NAV's basic system and the main specialized solutions that work for most companies," Jón Heiðar says. The company has branches in Reykjavik, Akureyri and Norway.

Jón Heiðar says that subscribing is convenient and smooth, seeing as the operational costs are known in advance and a monthly fee is paid for software, upgrades and hosting in a perfect and safe technical environment. Included in the price is the storage of data, copying, security and an SQL database.



Currency trends over a chosen period



Key figures showing the overall results



Accounts Receivables analysis



Wise headquarters at Borgartún 26