



## Dear friends

As we near the end of the year, I want to take a moment to thank you all for your support to Wisefish and our team. This year has been filled with challenges and opportunities, and I am proud of everything we have accomplished together.

2023 has been truly busy for us at Wisefish. We became fully independent from our sister company, Wise. We began the year with a team of 25 employees and have since grown to 42.

Our primary goal for 2023 was to move from being a project driven company to one focused on products, and continue building a strong family of Wisefish Partners. We've welcomed talented individuals to our outstanding team who will contribute to the exciting journey we've embarked on.

This autumn we moved our headquarters to Katrínartún 4, Reykjavík. Situated in an excellent location, our office boasts ample space and a remarkable cafeteria. This office space will give us flexibility to grow our business further. Today we have offices in Reykjavík, Akureyri, and Lithuania.

We consistently introduce exciting new features to our solutions, such as the Wisefish Quick Trading and Stream solutions. Our vision is to empower the seafood industry to realize its full potential, and to build a sustainable future together.

In the upcoming year, we will continue to onboard partners within Wisefish's focus markets. We plan to migrate existing customers, as well as welcome new ones, to the public SaaS Cloud. Additionally, we aim to streamline our software for easier implementation. We remain dedicated to the Seafood industry, aspiring to be the foremost ERP system for seafood.

Season's Greetings to you, your colleagues, and your loved ones. I appreciate all you have done this year and am looking forward to a brand-new year full of enthusiasm.

Sincerely,

Ingvar Vilhjálmsson  
CEO, Wisefish ehf.



## Join Wisefish at premier events and tradeshows for innovation and collaboration!

We are thrilled to announce our participation in upcoming events and tradeshows that promise to be a nexus of cutting-edge ideas and groundbreaking technologies. These gatherings provide an exclusive opportunity to engage with customers, partners, industry leaders, and showcase our latest products and services.

Our presence at these events underscores our commitment to staying at the forefront of industry trends. Be part of the excitement, join us, and let's shape the future together.

You can find all our events on the [Wisefish Website](#).

## Webinars 2024

Wisefish will be hosting regular webinars, starting January 2024. This will include product webinars, tips, tricks and how-to's and industry webinars.

Stay informed, inspired, and connected by immersing yourself in these webinars. Your feedback is invaluable to us, so please participate actively and share your insights with our team during these webinars.

### Webinar invitation

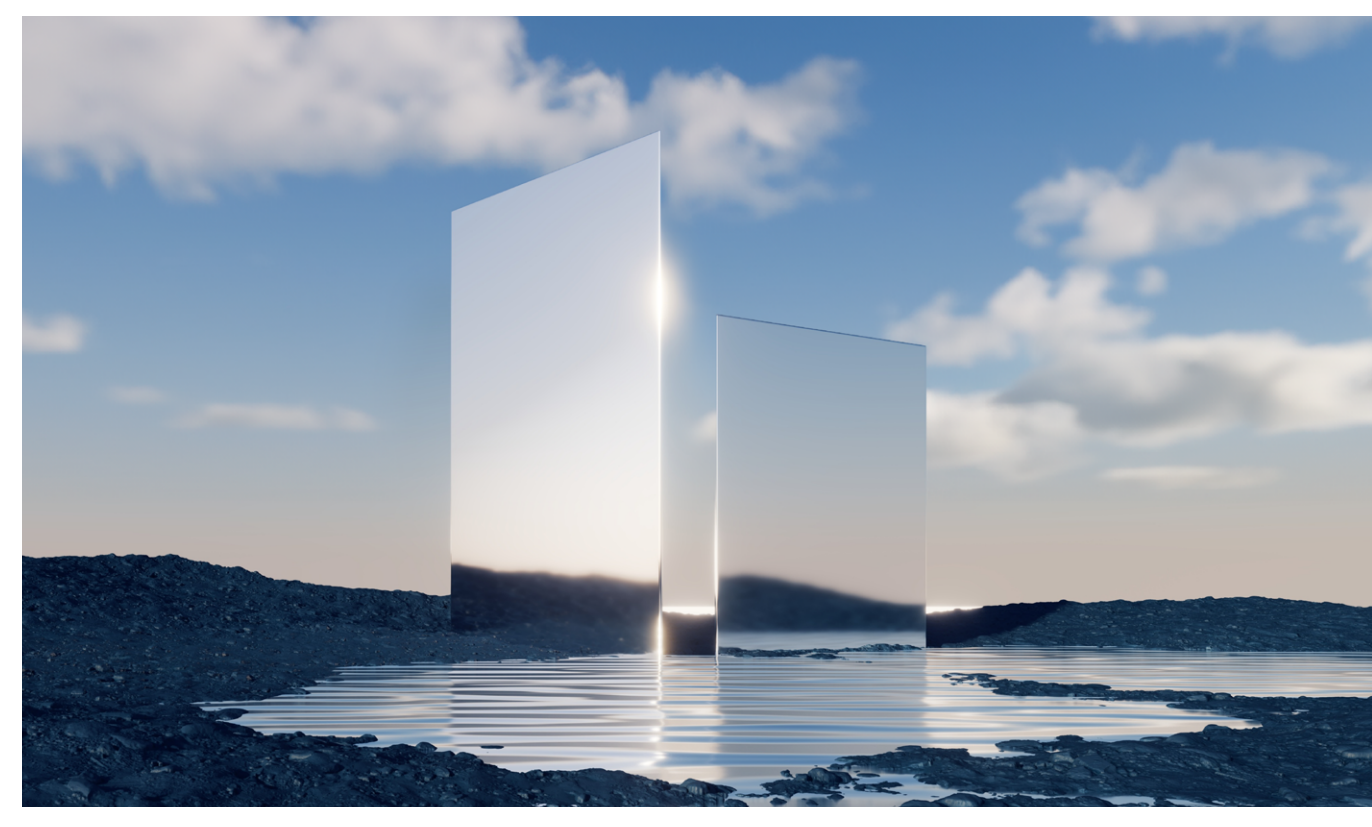
#### Why move to Wisefish & Microsoft Dynamics 365 Business Central SaaS

Our first webinar on January 11, 2024, at 13:00 (1 pm) GMT, we will explore the reasons to move to Wisefish and Microsoft Dynamics 365 Business Central SaaS. Feel free to register for the webinar, even if you're unable to attend, and we'll send you the recording afterward.

[REGISTER HERE](#)

## Watch, learn and engage

Please subscribe to not miss out on the insights and stories behind Wisefish.



## Substantial momentum in cloud adoption and go live successes

In 2023, a big proportion of the Wisefish customer base has enthusiastically embraced the transition to the cloud. Among these adopters, five seafood companies have already undergone successful Go-Live implementations, reaping substantial benefits from the migration.

This achievement marks a pivotal moment for Wisefish and our customers, as the seamless integration into the cloud has not only met expectations but has exceeded them, ushering in a new era of efficiency and innovation for these seafood businesses.

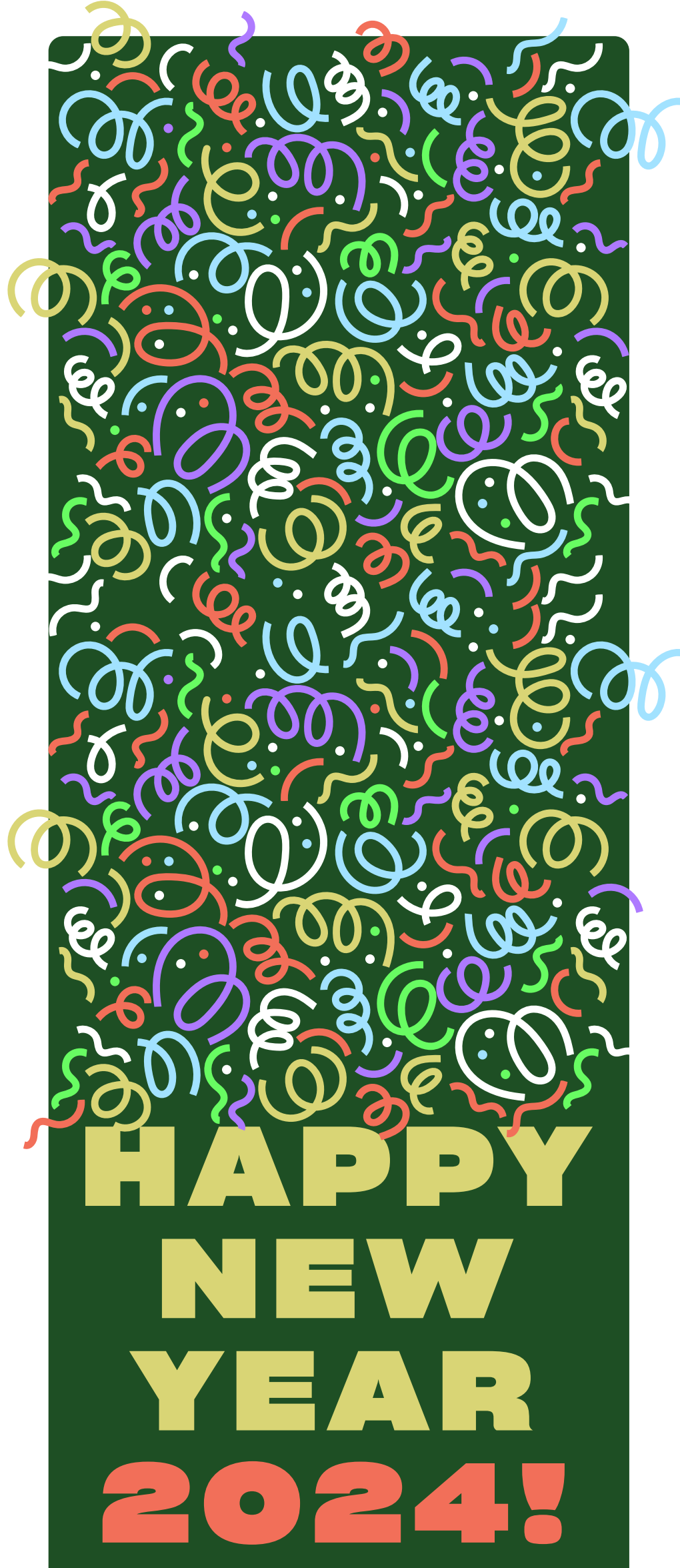
We expect to have over 70% of our customer base in the Cloud by end of 2024.

We are privileged to share a compelling testimonial from one of our esteemed customers, Ragnar Ragnarsson, who serves as the Export Manager at Fiskkaup.

"It was more or less friction free to move into the cloud. With our data available anytime, anywhere, we are positioned to make much smarter decisions in our planning, prediction, and execution of our business goals. The available data that resides in the cloud today is impacting our business every day in a positive way."



[READ THE FULL STORY](#)



## Product news: What's new and planned for the Wisefish solution

We are committed to streamline our customers' operations by providing a comprehensive, simple, smart, and a user-friendly Seafood solution, based on Microsoft Dynamics 365 Business Central ERP. We aim to enhance efficiency, traceability, and sustainability in the seafood supply chain.

Our goal is to empower the industry with real-time insights and tools, ensuring sustainability, product quality, and compliance with consumer and regulatory standards. Read below to discover our latest releases and ongoing developments.

### Wisefish Green Accounting

Wisefish is excited to release our Green Accounting solution as part of our all-in-one solution. We understand the rising demand for sustainability and the push for decarbonization across sectors. Count on us to assist you through change, offering support for your regulatory compliance needs. Our solution calculates the carbon footprint throughout the seafood supply chain, from fishing to processing, all the way to logistics, with full traceability support. The first phase of the Green Accounting solution will be released in January, starting with the carbon footprint of the fishing trip. Users will be able to register the oil consumption and other factors that produce CO<sub>2</sub>e during the fishing trip.

### Wisefish Label Printing

Wisefish introduced a new **Label Printing** solution, integrated with Microsoft Dynamics 365 Business Central, designed for the seafood industry. This tool enables our users to create custom labels effortlessly, incorporating essential details like dates, lot numbers, product IDs, and barcodes.

Key features include customizable label creation, cloud integration with Business Central, compatibility with various printers and seamless integration with the Wisefish solution. The system is particularly beneficial for seafood processors engaged in pallet or box creation, offering dynamic templates with accurate information.

### Wisefish Stream

Wisefish presented **Wisefish Stream** in November of this year. Based on Wisefish Peripherals, it seamlessly integrates with Business Central. This solution simplifies tasks for users working in the warehouse or on the factory floor with efficient barcode scanning, streamlining processes such as process management and order fulfillment.

Developed using the MAUI framework for a consistent user experience across platforms, current processes include uploading photos, relocating pallets, and scanning trade items into delivery agreements. Future updates will introduce features like pallet merging, splitting, raw material consumption, and more.

### Wisefish Quick Trading ▶ VIDEO

Wisefish has been working on improving the user experience of the system, and one of the processes that underwent enhancements was the Wisefish Quick Trade process. This process is designed for traders who handle numerous small sales daily, purchasing from markets or other vendors to fulfill orders. It offers automated processes for those with a high volume of daily sales orders without sacrificing overview, prioritizes traceability, allowing users to easily trace steps back or forward throughout the entire processes. For the receipt and delivery of products, users can employ Wisefish Stream, making the entire process of trading fresh fish effortless and exceptionally user-friendly.

### Wisefish Insights

Introducing the latest Wisefish Insights reports, a Power BI suite seamlessly integrated with Business Central for quick access and analysis of essential data. Wisefish has reports for sales, purchases, finance, accounts receivable, or fishing trips, and each pre-designed report offers a tailored solution for your specific needs. The reports can be set up easily in less than 10 minutes, featuring a user-friendly interface and a focus on key performance indicators.

We encourage all users to explore the Wisefish Insights reports. Should you require any assistance, please reach out to [sales@wisefish.com](mailto:sales@wisefish.com).

### Certifications

Another example of improving user experience is the new **Certifications** functionality within Wisefish. This was created with the goal to establish a unified process for all users, regardless of whether they have simple needs, such as certifying everything or nothing, or those with complex requirements who may produce certified products intermittently. After setting up the system, it automatically tracks certified products, issuing warnings to users before they consume uncertified raw materials into certified lots. The final steps of the certification programs are the Wisefish Insights reports, enabling users to showcase the journey of certified raw materials throughout the entire value chain.

## Partner News

Wisefish continues taking steps towards building a strong partner channel to deliver the Wisefish solution internationally.

In November we conducted a comprehensive in person Partner Base Training in Amsterdam, The Netherlands, and are already planning more online and in person training events for 2024. In the past months two new partners have joined the Wisefish family of Partners, Evidi from Norway and DignetSoftware from Croatia.

In July Wisefish signed a Master Agreement with one of the Nordic region's most complete providers of Microsoft products and services, Evidi of Norway. Evidi holds comprehensive expertise in consulting, change management, development, implementation, and maintenance of critical IT solutions. Evidi has 440 employees in offices in Oslo, Asker, Bergen, Halden, Sandnes, Sarpsborg, Stavanger, Tønsberg, Copenhagen, Odense, Aarhus, and Ahmedabad. Evidi is uniquely positioned to provide the highest quality of service, technology, and expertise to ensure seafood customers in their market achieve success with our all-in-one seafood solution.

In November we were happy to welcome to our Partner family an experienced Dynamics 365 Business Central partner out of Croatia, DignetSoftware. DignetSoftware has clients in more than forty countries in four continents. They are the localization partner for Business Central for Croatia and their neighboring countries. DignetSoftware's proven track record in implementing the Business Central ERP with customers internationally will be a great contributor to our customers' success in the competitive seafood market.

## Interested in becoming a Wisefish Partner?

Read about our partner program and get in touch.



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