



ICELAND'S WISE SOLUTION

Wise offers software solutions to seafood businesses around the world.



Jón Heiðar Pálsson,
director of sales and
marketing.



Wise's head office in central Reykjavík.

Wise is an Iceland-based Gold Certified Microsoft Partner that has more than 20 years of experience in developing and implementing complex IT solutions for its 500+ global customers. The company provides targeted solutions in programming, consulting and software development for the seafood industry. Wise supports companies in various fields, including fisheries, government, engineering, retail and finance.

The company's software solutions allow businesses to identify trends, set targets, analyze data and see results. For instance, with the Wise Analyzer, businesses can view their stock, process financial information from a number of angles, all done in real-time. Wise Analyzer can be installed with all versions of Dynamics NAV and Dynamics AX.

SEAMLESS SOFTWARE

WiseFish, the company's seafood software solutions system, provides a fully integrated enterprise resource planning system that is used by more than 120,000 companies around the world. Combining Dynamics NAV and Office 365 with SQL, users can be sure that they're using the best database and reporting functions available on the market. Moreover, WiseFish allows companies to keep up to date and invest in a 'product roadmap' where clients receive ongoing product upgrades. Wise's customers are able to run their businesses secure in the knowledge that Wise staffers are working in the background, adding the latest releases smoothly and seamlessly.

IMPRESSIVE ACCOLADES

Wise has amassed a number of recognitions over the years. The company took a seat in the 2016 Microsoft President's Club, a group of companies representing the top 5 percent of Microsoft partners worldwide. Microsoft Corp. honored its highest-performing Microsoft Dynamics partners for demonstrating exceptional levels of growth while delivering innovative solutions that have helped their customers drive their businesses forward. Furthermore, Wise received the prestigious 'Strongest in Iceland' title in 2015. Of the 33,000 companies registered in the Icelandic Company Directory, only 1.9 percent pass the conditions set by Creditinfo in order to receive the award of being one of Iceland's strongest companies. Jón Heiðar Pálsson, director of sales and marketing, is pleased with the company's recognitions: "Wise continues to be a leader in the IT field and we were thrilled to win the prestigious awards."

GLOBAL REACH

Wise is a global company with offices in Iceland and Norway, as well as partners worldwide. Its customer base is all over the world, supported by individual local Microsoft partners.

For more information on Wise products and services and how they could benefit your company, visit the website:

[wisefish.com](http://www.wisefish.com)

