

WiseFish and NAV in the cloud



Wise offers its customers the option to lease, buy and set system preferences according to the number of users, according to the company's sales and marketing manager, Jón Heidar Pálsson, thus providing opportunities to streamline computer system costs, phase out obsolete equipment, increase flexibility in response to changing demand, enhance security, be confident that hosting is monitored around the clock and have access to Wise and Microsoft support.

"System leasing eliminates the need for running own computer systems as practically all Windows software is available for subscription-based lease," he said, explaining that typically for small to mid-market businesses, IT staffing is limited and these prefer to focus on key business objectives.

"By migrating infrastructure and Dynamics NAV to an enterprise-class platform like Microsoft Azure, this worry is reduced. Moving NAV to Azure means your business team and internal staff will likely not have to manage hardware, server software, operating systems, security for equipment and software, or software and data backups of the software and data. In addition, customers pay only for what they need under the Azure provides a pay as you go, low cost subscription model that allows them to scale up or down on demand."

Rapid set-up

Pálsson goes on to outline the advantages. "With Azure, it's easy to deploy users on

Dynamics NAV and WiseFish. The set-up and access to the solution are implemented the same day. Then we help with the configuration of WiseFish, and usually working with a local partner for standard NAV guarantees the best of the best local support and the optimal add-ons for your business."

Seafood companies account for 25% of Wise's customer base and WiseFish is one of the company's key specialised solutions. This is business software tailored to the needs of companies working with seafood in many different forms, from catching to production, sales and distribution.

NAV and WiseFish upgrades a success

Wise's customers are equally happy with the latest additions and options. "The latest upgrade to the newest versions of NAV and WiseFish was a success and provides us with a platform to keep our pace with our expanding business operations," commented Páll Snorrason, managing director of Icelandic fishing and processing company Eskja.

According to Pálsson the system is based on Microsoft's Dynamics NAV business suite, perfect for practically every aspect of running a business from accounts to production, sales, purchasing and quotations. He also points out that as in any management situation, seafood managers need to maintain an overview. He explained that WiseFish keeps track of catching and fishing methods, regardless of



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volumes or species. It also has the capacity to monitor quota levels and to track production processes.

"We can link WiseFish to other systems, such as Marel's Innova, and can link to scales and other production equipment. WiseFish is all about traceability. It's built to allow products to be tracked from catch, through the production and sales process, all the way to the consumer. It even has an integral HACCP quality system that aids every step of the process," Jón Heidar Pálsson said.

Wherever we go

"We connected our on-premise production system to the WiseFish and NAV cloud solution," said Jóhan Páll Joensen, CEO of Faroese pelagic producer Pelagos. "The system was set up in few days. WiseFish, Wise Analyzer, NAV 2016 are running in the cloud and are working very well. The new version gives us the opportunity to work with the system wherever we go, and helps in selling, checking inventory real-time at the customer site, or gathering other info

as needed. We work closely with Wise in Iceland and our local partner DynaTeam in the Faroes."

WiseFish users are mostly larger seafood companies, but Jón Heidar Pálsson stressed that a fishing business doesn't need to be a big one before introducing WiseFish becomes cost-effective.

Cost-effective software

"As soon as you need to employ staff, then WiseFish immediately becomes a tool that makes your business easier to run and it's no less effective for smaller businesses." In addition, WiseFish links to the Wise Analyzer, which extracts and analyses data from the system to present it in a pictorial format, providing a clear and focused overview of key figures, as well as detailing trends in vital sectors.

With customers in Norway, Britain, Germany, the USA, New Zealand and Australia, Wise recently established a subsidiary company in Norway, Wise Blue, to handle sales in the region.

