F L E Y E
C O P E N H A G E N

"With Tabellae, we can accommodate our customer's digital demands"

"It is imperative that we are easy to deal with. With Lasernet, we appear more professional and adapt quickly to the changing market.

Mette Borgquist
CFO
FLEYE Copenhagen ApS

Jesper Mathiesen
CEO
FLEYE Copenhagen ApS

Om virksomheden

FLEYE Copenhagen is a Danish design company with a mission to create glasses that combines allergy-friendly materials with comfort, endurance, and beautiful design. The company was founded in 2002, and chosen local opticians can purchase the glasses in over 30 countries globally. Fleye has used Lasernet since 2008 – first with Navision and since with Business Central.

Resultater

- Customized documents that support the brand identity
- Personal, customer adapted documents
- Accessible accommodation of customer requirements
- Quick document changes that can be done in-house

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all about documents

Fleye is currently undergoing a major digital transformation. Rising data volumes the subsequent changing demands have resulted in no longer being the leading design company. It has become a crucial competitive parameter to be in the lead in data availability. Large amounts of data must be received and delivered – with the right content and in the correct formats. Here, Lasernet is an integral part of the solution.

Suppliers and customers make demands

With a focus on adapting to the customer's increasing demands, Fleye should, in a short amount of time, change its method for sending documents, such as product catalogs, delivery notes, and invoices. It was essential for the daily operations and an essential part of developing the company's cooperation with the customers. Lasernet was identified as the best solution to ERP documents.

The CEO, Jesper Mathiesen, and CFO Mette Borgquist from Fleye experience that the company's increasing digital demands are being met. Therefore, when Fleye changed from Navision to Business Central in 2020, they wanted Lasernet to be included in the new ERP system.

Personal documents

"The document part of the ERP system runs, as standard, surprisingly inflexible. Even the small changes have to be coded, and that quickly becomes expensive in coding-costs to third parties. When you have a variety of customers as we do, each has special demands. With Lasernet, we avoid that, which is user friendly and agile and where we can do 90% of the ad-

justments ourselves", says Mette Borgquist. "Lasernet has, among others, a bunch of visual solutions so that we can streamline our documents with the company's other expressions. Also, we can personalize the documents, so they are adapted to each recipient's wishes in terms of data exchange formats (e.g., XML, EDI) and translation of fields," she explains. Examples of functions:

- German customers can get the documents in German thanks to a great language version. That would not have been possible in the ERP system without comprehensive coding.
- Customized data for different customers.
- Design opportunities where it is possible to insert campaign pictures, a personalized greeting, or icons at holidays.

Great cooperation

In the cooperation with Tabellae, Fleye feels that they are heard, and they experience a strong will to help. When there are problems or other critical maintenance, there is an immediate response. That gives security when large data amounts are handled daily and often within short deadlines.

Digitalization continues

The shift from Navision to BC and the increased digitalization have thus far saved Fleye two person-years, and the positive digital journey continues. "With Lasernet, we appear more professional. We use relatively little time on getting the documents adjusted, and we look forward to using Lasernet in the future", says Jesper Mathiesen.