


€27.000 savings per year and Return of Investment in just 8 months



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Per Holleufer
Group IT Manager, Svendsen Sport A/S



About the company

Svendsen Sport A/S markets a wide range of products for fishing enthusiasts and is among the biggest suppliers of fishing tackle equipment in Europe.

A European distribution net is controlled from the head office near Copenhagen, and the company also has a number of local agents, besides sales and subsidiary companies around Europe. Dynamic AX is used across the organization.

Results

- ROI in just 8 months
- 200.000 DKK savings per year
- 40.000 documents optimized
- Effective cooperation with Tabellae
- Nice looking documents
- Smooth exchange of documents



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Svendsen Sport uses the Best of Breed output management platform, Lasernet, for all external business documents from Dynamics AX. The solution has proven to be a very good business case.

Smooth exchange and nice looking documents

The Lasetnet solutions has been in production since 2008 to ensure smooth exchange of documents and nice looking external documents.

Per Holleufer, Group IT Manager explains "I have been here for 10 years and Svendsen Sport started with Microsoft Dynamics in 2003. In 2008 Lasetnet was added and the two systems have been running hand in hand ever since".

Multiple document formats

"In order to supply the customers in the best way possible - their way, Dynamics AX and Lasetnet handles a variety of document formats; XML, PDF, CSV, TIFF and Excel, just to mention some of them", Per Holleufer explains.

All people of the organisation draws their resources from Svendsen Sport's data center near Copenhagen. Furthermore, all printing is controlled from here. Also an extensive use of barcode and graphical capabilities are implemented.

Major savings

The business case is obvious. "Implementing Lasetnet gave us a Return of Investment in just 8 months and we have experienced €27.000 savings per year. Needless to say we are very satisfied with the solution", Per Holleufer says.

Lasetnet for Vendor Invoices

"When Lasetnet Input for Vendor Invoices is fully implemented we will have around 40.000 invoices a year which is mixture of normal cost invoices and goods invoices, so the number of documents that have been optimized is significant".

Rapid solutions

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Extended collaboration in future

Lasetnet plays an important role in the focus for the future. In order to further reduce the number of errors in work flows and to exchange documents faster, Svendsen Sport will take EDI (Electronic Data Interchange) into a closer consideration. Therefore, to ensure a successful company many years ahead, the company will extend the usage of Lasetnet in the future.