

Wrist Ship Supply, Denmark

Wrist Ship Supply Consolidates with SAP BPC

 Now we're not talking about whether or not the figures are correct. That discussion is gone. Now we can concentrate on running the business based on a reliable foundation of financial reporting. Especially in regards to Group economy, we have saved time, which we can use to analyze and optimize instead.

Anders Skipper, CFO & Executive Vice President, Wrist Ship Supply

When a ship arrives in the port of Rotterdam, it may have a time window of just a few hours to get 300 goods for the ship and crew on board. If the supplier is late, the ship will have sailed. This is why precision, reliability and credibility are key to being successful in the competition and Danish Wrist Ship Supply is the largest in this market with a global market share of 7 percent. Size is a clear advantage because a satisfied customer in Rotterdam will in all likelihood choose the same supplier three weeks later in Singapore.

Wrist Ship Supply has 950 employees in 14 countries and a turnover of more than 2.9 billion DKK. The reliability and credibility that the customers demand are the same that the Group wants when it comes to its financial reporting, which is why the Group has successfully implemented SAP BPC (Business Planning and Consolidation).

This software solution now brings together the financial management and consolidates 35

different accounting units.

"Now we're not talking about whether or not the figures are correct. That discussion is gone. Now we can concentrate on running the business based on a reliable foundation of financial reporting. Especially in regards to Group economy, we have saved time, which we can use to analyze and optimize instead", says Anders Skipper, Executive Vice President and CFO in Ove Wrist & Co. A/S, externally known as Wrist Ship Supply.

More Depth and Precision

"The new consolidation of the financial statements gives us the possibility to go more in depth and discuss our financial performance. We have more precision, more transparency and we avoid unproductive discussions", he says.

The World's Largest
with a Market Share of

7 pct.



Number of Employees

950

in 14 countries

Wrist Ship Supply has no problem using SAP BPC to consolidate the Group's financial statements even if the Finance system is called Axapta. The project of introducing budget and monthly accounts took 75 days and the task was solved in collaboration with itelligence.

Intense focus has allowed Wrist Ship Supply to implement successfully on time and on budget, even if the time schedule was ambitious. CFO Anders Skipper believes that IT projects are most likely to succeed if they are carried through in a manner that is strict, intense and well prepared.

New Culture

Of course, a sales Group has a distinctive sales culture characterized by a watchful eye to upselling and increasing the top line. The strong reporting through SAP BPC has now added an increased attention to cost to this culture. Is the investment worth the money? How can we reduce fixed cost? What do our colleagues do? The Group's financial management can see how each local company has better control over their cash flow and can optimize their profitability.

"Before, I had to send on the consolidated figures with the message that I did not have a good gut feeling. Our process was solid enough, hence the uncertainty associated with the reporting", tells Group Finance Manager Mikael Langaard Frølund.

"SAP BPC takes over a consolidation in the shape of spreadsheets, which came in from the 35 units. This left a lot of room for errors, took longer and was a process that was a lot less solid".

Wrist Ship Supply estimated that the spreadsheets were heavy on administration and expensive in man hours. Therefore, the Group invested in a modern consolidation solution and today Wrist Ship Supply shut the consolidated monthly accounts on the sixth or seventh workday of the month. At the same

time, the Group Economy has much better time and space to analyze, do tax planning and deliver management information to the Executive Board. However, the process has become more time consuming and demands more precision of the Finance Managers in the companies.

Higher Quality

"Now the Financial personnel in the whole Group have a different perception of the importance of a job well done. Each company delivers a binding and controlled financial accounting. Local management forwards the financial accounting. It is collected and reviewed regionally before it arrives at the Group", says Anders Skipper.

"Now they have more work locally making sure data is correct. But we also support them with a number of built-in quality controls in order to get the lift out there where the data is born. In return, the local Financial Manager can now see the impact of the local figures in the Group's consolidated accounts", he says.

A great example is the internal transactions between the companies. They are now reconciled first thing and before they were a source of uncertainty in the Group's monthly accounts.

"SAP BPC has a great strength when it comes to analysis. Quickly and easily, we can see if something deviates from the expected and that allows us to ask the right questions and get deeper into the figures and check out the deviations", says Mikael Langaard Frølund.

Today, the 18 Financial Managers of the Group are positive towards SAP BPC, even if they were not thrilled in the beginning. Everyone agreed that the spreadsheet consolidation had to go, but now, everyone has also seen the strength of the great transparent solution.



SHIP SUPPLY

Company:
Wrist Ship Supply

Industry:
Consumer

Products:
Ship Supply

Number of employees:
More than 950 in 14 countries

Headquarters:
Nørresundby, Denmark

Miscellaneous:
Globale market share of 7 pct.