

Accelerating Growth Through Partnership



Quick Look

Company: Wise

General Manager: Hrannar Erlingsson

Website: wise.is

Headquarters: Reykjavík, Iceland

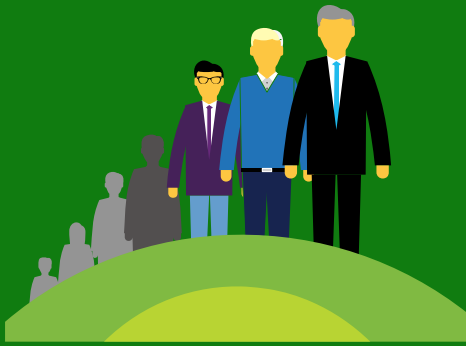
Founded: 1995



Oceans of data

The ocean was once considered an endless resource. But as we come to better understand the ocean's limitations, many countries have taken steps to better manage their fisheries in the face of overfishing concerns. A key to managing fisheries is a robust understanding of data measuring various aspects of fisheries such as harvest size, fish size, and the condition of the fish caught. Microsoft Partner Network members are playing a part in gathering and processing fishery-related data, including catch information, which in turn is helping fishing companies stay within new conservation regulations as well as preserve the oceans' fish diversity for future generations.

One of the companies playing a role in fishery management transformation is Microsoft Gold Partner, Wise. Based in Iceland, Wise builds solutions including WiseFish, a fully-integrated software



“Partnership is valuable. We need to not see each other as competitors, but as keys to new markets and customers.”

– Jón Heiðar Pálsson,
Director of Sales and Marketing,
Wise

Why Microsoft?

The Microsoft Partner Network empowers organizations to grow their client-base outside their jurisdiction by providing business and cultural expertise in new markets.

solution that utilizes Microsoft Dynamics and Office 365 to vigorously manage resources and measure the entire seafood supply chain.

Because fishing is a vital part of Iceland’s economy—contributing 40% of the country’s exports and employing 7% of its work force—it makes sense that an Icelandic company would create ERP systems to benefit the seafood industry. In business for more than 20 years, Wise creates software used by many of the world’s largest seafood producers. Starting in 1995 with just 10 employees, it’s since grown to employ more than 80. Because of its remote location in Iceland, Wise relies on partners to market, sell, and implement its products worldwide. Partnering in this way has worked well for Wise and has led to WiseFish being used by over 100,000 companies worldwide.

Partnering provides Wise benefits

Partnering with other Microsoft Partners has played an important role in Wise’s success. By working with partners around the world to implement software, Wise reduces travel expenses and can take advantage of its partners’ regional market knowledge, business culture, taxation, and laws. Plus, in many cases, Wise’s customers will be working with a partner they already know and trust.

“It is a win-win for everyone. The customer has the support of a Microsoft Partner on site and we are able to maintain the solution in the cloud with minimum effort,” said Jón Heiðar Pálsson, Director of Sales and Marketing, Wise.

Partnering allows Wise to focus on what it does best: develop software solutions. Demonstrating its commitment to partner relationships and continually improving its products, Wise invested 20,000 hours in 2015 to rebuild and improve WiseFish, making it a more robust product that is easier for Wise’s partners to implement.





Subscribing to the cloud

Because cloud technology can be deployed from anywhere without relying on physical IT infrastructure, Microsoft Azure allows Wise a deeper reach into remote markets and facilitates a natural shift to a subscription model. Wise and other Microsoft Partners have found that customers recognize the benefits. “Customers that buy their software and pay the upgrade fee every year see that it is more practical to move to the subscription model. We host Office 365, Dynamics CRM, and SharePoint for them and they get rid of the cost of running their own servers. The reoccurring revenue model is the way to go,” said Pálsson. “Our customers know more about the Microsoft offerings and they trust them. When they compare the cost of hosting and everything that they get with it, they choose the Azure way.”

“We are now offering WiseFish in the cloud and we work with a local partner who is on site with the customer who knows the local needs like taxation and governance for implementation. Wise then handles the software in the cloud.”

– *Jón Heiðar Pálsson,*
Director of Sales and Marketing, Wise

Cloud-covered islands

In 2014, Faroe Islands-based P/F Pelagos created the largest and most advanced pelagic, or open sea, fish processing facility in the North Atlantic. P/F Pelagos tracked operations at the new facility using a combination of peripheral equipment from the point of harvest, through all aspects of processing and, finally, to market. To make the most of the data it gathered to assure the highest-quality product and to generate tracking reports to comply within international laws, P/F Pelagos implemented WiseFish and Wise Analyzer, along with Microsoft Dynamics NAV 2016 and Office 365.

“We connected our on-premises production system to the WiseFish and NAV cloud solution. The system was set up in few days, including all granules needed. WiseFish, Wise Analyzer, and NAV 2016 are running in the cloud and are working well,” said Jóhan Páll Joensen, CEO of P/F Pelagos. “The new version gives us the opportunity to work with the system wherever we go, and helps in

selling, checking inventory in real time at the customer site, or gathering other info as needed. We work closely with Wise in Iceland and our local Microsoft Partner, DynaTeam.”

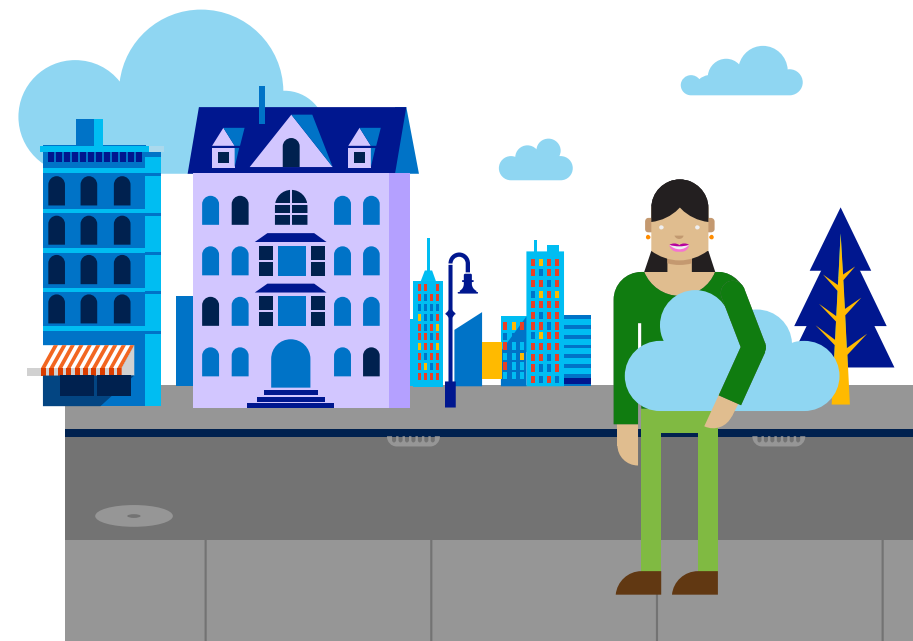
The efficiency and support that Wise provides is vital to a company like P/F Pelagos, located 200 miles northwest of Great Britain. A cloud-powered solution means the company still gets the technical support of Wise’s experienced engineering team without needing an engineer to physically come to the office—talent that would be difficult to acquire locally.

The WiseFish solution makes it possible for P/F Pelagos to process 35,000,000 metric tons of seafood each year, adding an additional 350,000,000 krone (equivalent to roughly \$52,300,000 USD) to the Faroe Islands economy.

Microsoft Partner Network relationships lead to business growth

Wise uses the Microsoft Partner Network to sell and support its products worldwide, resulting in impressive growth. In 2015, software sales grew 18% with subscription-based revenue making up approximately 70% of total sales. Subscriptions have increased by 81.3% year-over-year.

Committed to improving its partnerships, Wise attends the Microsoft Worldwide Partner Conference every year to meet with prospective new partners and deepen relationships with existing partners.



Partners Help Drive Success

1 1995

Wise is founded in Iceland with 10 employees. The company is focused on developing Microsoft Dynamics solutions including the seafood industry-focused application, WiseFish.

2 1996

Wise creates its Microsoft Dynamics solution, WiseFish, to address the seafood industry's need for a complete ERP solution.

3 2008

Wise invests 20,000 hours to re-engineer WiseFish as a cloud-enabled solution, facilitating easier implementation, subscription-based sales and remote support.

4 2014

Wise is awarded Microsoft Partner of the Year in Iceland, Company of the Year by the Icelandic Union of Commercial and Office Workers, and The Strongest in Iceland by CreditInfo.

5 2014

Faroe Islands-based P/F Pelagos created the largest and most advanced fish processing facility in the North Atlantic. P/F Pelagos implements WiseFish to track fish harvests and processing.

6 2015

The WiseFish re-engineering effort results in subscriptions increasing 81.3% and software sales growing 18% year-over-year.



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