

### **In Advince Newsletter Fall 2011**

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### **Advince as Advisors in Office Depot Acquisition**

Office Depot, a global chain of office supply retailers with 40.000 employees in 55 countries recently acquired Svanströms, a Swedish office supply chain. The combined firm has a turnover of 1,2 billion SEK (Eur 150 million). Office Depot is partly owned by BC Partners.

Advince has assisted in selecting IT platform for the merged company, including ERP, Point-of-Sales systems, e-commerce-, CRM- and Business Intelligence solutions. Involving the users and good usability was key factors for success.

– Synergy effects and economy of scale is of course a key rationale for this acquisition. But it is crucial that the service level to our customers will not be disturbed when rolling out the common IT platform, says Åke Norström, CEO of Office Depot Sweden

Link to newspaper story from Computer Sweden (in Swedish): <http://tinyurl.com/3cs286g>

### **Advince assists King Oscar in SAP Carve-Out & Outsourcing**

King Oscar, makers of canned fish and former a part of Norwegian Rieber & Sön, hired Advince when “carving out” the King Oscar part of the enterprise SAP solution and make a stand-alone King Oscar solution. King Oscar is now owned by Procuritas, a Swedish Private Equity firm whom Advince has worked extensively with. Advince assisted in selecting possible vendors, write a Request for Proposal, evaluating the proposed solutions from the four shortlisted vendors (two Norwegian, two in Poland where the main King Oscar production site is situated) and finally to negotiate good contracts.

– At this point I want to thank Advince for their skillful help in this process, says Dariusz Bakiera, King Oscar CIO. “It was one of the factors that helped us to select the best partner for long term cooperation and sign good agreements with them.”

– SAP Carve-Outs can be quite a tricky business, says Filip Ekstrand, Advince. Also, he continues, we wanted to make sure that our client selected a vendor in the same size as themselves which is a key factor in getting attention.

## **Advince helps Pysslingen Skolor och Förskolor**

Pysslingen, Sweden's first and most known group of non-public school & nursery school, hired Advince last summer to craft an IT strategy and take the IT support to a new level.

– Like many fast-growing, entrepreneur-minded firms, administrative support was not the No. 1 Priority, says Johan Göterfeldt, Pysslingen CEO. But when we approached 100 units, we understood that the issue of adequate IT must be addressed. Polaris, the Private Equity firm which at that time owned Pysslingen, recommended us to hire Advince and they did a good job.

An important objective was reached this summer when the entire IT operations was outsourced after a bidding process managed by Advince.

– We believe that mid-sized firms like Pysslingen definitely should look for outsourcing their IT operations, says Martin Grysell from Advince who lead the outsourcing project. Just like water, electricity and other utilities – and administrative IT is rapidly becoming one.

*Link to a press release when the project was initiated (in Swedish) <http://tinyurl.com/424hqyl>*

Pysslingen has since the project was completed been acquired by Academedia, an EQT portfolio company.

## **Advince assists Limestone Company in Reducing IT costs**

Nordkalk, [www.nordkalk.com](http://www.nordkalk.com), is a company extracting and processing limestone for industry, agriculture and environmental care with a turnover of 330 M Eur. Nordkalk is owned by the Rettig family. Advince assisted Nordkalk in reducing the IT costs, especially costs for IT operations. Nordkalk and Advince has agreed not to release any financial details but the reduction “is quite substantial”, according to Mr Måns Fajerson, VP of Purchasing & Logistics.

– Advince helped us to apply a more up-to-date policy on how to select IT vendors and how to drive a hard bargain with them, Mr Fajerson continues.

– IT Operations can be bought much cheaper than five years ago. There are several new players out there, many in relatively low-cost countries. Catering to mid-size clients and competing mainly with price, they do not have the historical and costly overhead of old-school players like IBM, Accenture, EDS and Hewlett-Packard, says Carlolof Borgudd, Advince partner and IT Operations & Outsourcing specialist.

## **Computer Sweden runs Advince Usability View as Cover Story**

The front page and two pages of Computer Sweden, main journal of the Swedish IT industry, featured Advince views on Usability & Profitability in their Aug 5 issue. The story, where Advince usability guru Nigel Claridge was extensively quoted, made two very important points: the first being that improved usability equals improved profitability for the company. It costs a ton of money to have your employees on long training courses for hard-to-use business software, and having to spend 5 minutes on a business task that should take 5 seconds. Second, the story described the tool SUMI, as the way Advince measures or benchmarks as to whether software X is more or less user-friendly than software Y, and the consequences to productivity.

*Read the full story on <http://tinyurl.com/3ove4yu> (Eng) or <http://tinyurl.com/8yec8pa> (Swe).*

Advince will arrange an afternoon seminar on Profitability & Usability on Monday October 17<sup>th</sup> at Hotel Victory in Stockholm. Special guest speaker is D.Tech. Fredrik Lagergren, President of Royal Institute of Technology (KTH) Executive School. *Link to invitation (in Swedish):* <http://tinyurl.com/6y8qp27>

## Changes at the Helm of Advince

The way Advince work will remain the same, as will our focus on client companies with active owners – who prefer to allocate profits to themselves rather than to suppliers of unnecessarily expensive IT. But the ownership of Advince changes, with Carlolof Borgudd and Filip Ekstrand stepping forward as sole owners. *Read more in this press release:* <http://tinyurl.com/3cg3e7k>

## Upcoming Ice Hockey Events

For those of you who already are eager to watch ice hockey with Advince friends, please note that Advince will arrange sponsor trips to Scaniarinken, home of Södertälje SK, on the following dates:

- Wednesday Nov 16: SSK vs. Leksands IF
- Friday Feb 24: SSK vs. Malmö RedHawks

As usual, the preferred game score will vary among Advince staff and invited clients ... Contact Filip Ekstrand for the full story.

## New Advince Staff – Nils Bergel

Nils has a M.Sc. in Physics and a M.Ed. in Mathematics and Physics from the Royal Institute of Technology (KTH) and the Stockholm University. He believes that these two different approaches successfully can combine technical knowledge with communication.

## Athletic Achievements and Musical Notes

Filip Ekstrand was not able to participate in the Stockholm Poulenc Choir's summer tour to Capri, Italy so his (public) singing this year has been limited to leading the Swedish National Anthem three times at home ice hockey games for Södertälje SK.

Nils Bergel has followed out his ninth cross-training race "Lidingöloppet" over 30 km on the new PB 2.28.02.

For Nils the past year included, inter alia, a Far East tour in Japan, Beijing, Shanghai and Singapore and scriptwriting for the annual surprise concert production "Caprice", with the male choir *Orphei Drängar* (OD). Various solo song requests and orders of musical arrangements have also engaged him.

Martin Grysell participated in the Stockholm triathlon open sprint for the second year in a row placing himself 80<sup>th</sup> of the over 300 participant with a time of 1.20.11. In early august he spent a few days sport climbing in the beautiful area around Ersfjorden at Kvaløya just west of Tromsø in the northern part of Norway.

Sarah Hallman, as a beginner in cross-training, has during this spring participated in the "Spring Cross" race, 6 km, and "Parloppet", 5 km.