

# how

## does the seafood industry handle all processes in one solution?

The seafood industry is changing and history has shown that companies in the industry are getting fewer and larger. Real-time information on company's earnings and increased efficiency of business processes, can't be tomorrow's requirements, but must be handled today. Defined management information which support decision making on a daily basis will help the sales process and make it more agile under the current market condition. These were some of the challenges Applicon's Seafood customers have been facing when looking for a solution to support their processes.

### The challenge

To meet these demands Applicon has developed a solution focusing on the pre-processing within the seafood industry. The solution is based up on standard SAP ERP modules and supports the integrated holistic approach within SAP solutions. The goals of the solution are:

- Manage all major business processes for fishing and seafood processing companies through a standard SAP ERP solution
- To have one integrated system for finance, purchasing, inventories, sales and distribution – supporting the best practices within the seafood industry.
- Provide managers with a dynamic solution for reporting, tractability and total cost of operation, including fishermen payroll.

The Applicon Seafood solution integrates with the Marel Production System (MPS) in a standard way, providing customers using SAP and Marel's solutions great business value and benefits.

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The Applicon Seafood solution is developed based on standard SAP ERP modules. These are financial accounting system, sales and distribution system, purchase and stock system, human resources and payroll system, along with data warehouse. Seafood companies that are current customers of SAP and are deploying the SAP ERP system, should be quite familiar with the business processes in Applicon Seafood.

Applicon Seafood is a specialised solution for the pre-processing within the seafood industry. For secondary processing, SAP has specific focus within the Industry of Consumer Products and Speciality Food. See more at [www.sap.com](http://www.sap.com).

For more information visit [www.applicon.com](http://www.applicon.com) or send a mail to [info@applicon.com](mailto:info@applicon.com)



Applicon is one of the largest independent SAP service partners in the Nordics with offices in Copenhagen, Reykjavik, Stockholm and in London.

The Applicon companies consist of approximately 220 employees with extensive knowledge in standard solutions such as SAP, Microsoft, Calypso and Business Objects. Applicon has attained Gold Certification from both SAP and Microsoft and is a Calypso Marketing Partner.

Applicon offers business critical software solutions that are tailored to specific industries such as the seafood industry. Within that industry, Applicon has implemented the Applicon Seafood solution in Iceland, England, Scotland, Germany, Poland and the Faroe Islands.

Applicon specializes in delivering business applications and productivity solutions within the specific sector, focusing on local requirements.

# Applicon

**The scope of the solution**

Applicon focus has been on the pre-processing within the seafood industry. Therefore the following scope has been the cornerstone for the solution:

Module	Definition
<b>Financials</b>	An integrated solution based on the SAP FI/CO processes, leveraging on the strengths of SAP ERP.
<b>Purchasing</b>	Purchasing of all supplies, e.g. packaging and all operating supplies such as oil.
<b>Inventories</b>	Management of all inventories.
<b>Production</b>	The solution provides a standard interface to Marel's Production System. The SAP general components for handling production are also supported as well as simplified approach through standard SAP.
<b>Sales</b>	Sales of own and consignment products.
<b>Distribution</b>	Product trail is tracked all the way to the customer with a cost analysis.
<b>Plant maintenance</b>	Internal and external maintenance activities.
<b>Fisherman payroll</b>	Specific regulations regarding fisherman salaries are supported within the solution.

**The co-operation – Applicon, Samherji and Marel**

The solution was developed in co-operation with Samherji and Marel Food System both being well known within the seafood industry. By combining the business knowledge of Samherji and Marel with the IT knowledge of Applicon, we created an outstanding solution based on SAP ERP.

Samherji ([www.samherji.is](http://www.samherji.is)) is one of the largest companies in the Icelandic seafood industry, with over 800 employees in Iceland, Britain, Germany, the Faroe Islands, Poland and the Canary Islands. The company has an annual turnover of over 350 MEuro.

Marel Food System ([www.marelfoodsystem.com](http://www.marelfoodsystem.com)) is an international company and a leader within the development and marketing of high-tech processing equipment for the food processing industry. Annual turnover is 650 MEuro.

**REFERENCE:**

*“SAP has demonstrated its excellence, and is here to stay at Samherji. It is a key component in our business to maintain a single, solid system in all the group’s companies, in order that information may be comparable. In this way, we get the best overview of the business as a whole, and can make decisions based on all necessary information,”*

Sigursteinn Ingvarsson,  
CFO Samherji