

Case study | Brimborg

# How Brimborg went **from outdated systems to modern business excellence**





## A safe haven: Brimborg's journey as Iceland's **premier vehicle distributor**

Brimborg ehf. stands as Iceland's largest integrated vehicle and equipment distributor, headquartered in Reykjavík. With roots tracing back to 1964, the company has achieved steady expansion, demonstrating a remarkable 500% growth since the year 2000. Operating in both B2C and B2B markets, Brimborg holds the 50th position among the largest companies in Iceland. Committed to corporate responsibility, both as a company and as individuals, Brimborg takes pride in considering every aspect of the community. Governed by a detailed ethics manifesto and guided by the slogan “A safe place to be at,” Brimborg strives to provide significant benefits to individual customers, families, companies, and the environment.

# A new benchmark: Brimborg's achievements in quality and service standardization

Brimborg aimed to establish a new benchmark for quality and service in their business encompassing the import, distribution, sale, and service of cars, commercial vehicles, construction equipment, and power engines.

Their strategic focus centered on empowering staff with optimal tools to consistently deliver superior value to customers. Leveraging Annata and Microsoft Dynamics 365 solution, all processes related to equipment import, distribution, sales, and service became more efficient, providing updated business insights to relevant staff through user forms, analytical tools, and reports. This enhanced efficiency positively impacted Brimborg's bottom line, offering the company a genuine competitive advantage.

Having operated on a legacy system since 1986, Brimborg found it constraining for further growth and the goal of building a more flexible organization.

The legacy system, divided into three components for service workshops, part sales, and vehicle/heavy machinery sales, along with the finance module, resulted in three separate customer systems. This setup led to discrepancies in discounts and credit limits, requiring the generation of multiple statements for each customer at the end of the month.





## Advancing operations: the streamlined processes of **Brimborg's enterprise solution**

The subsequent list highlights processes where significant benefits have been realized by Brimborg:

- Comprehensive support for all areas of the enterprise within a unified solution.
- Automation of major business processes for increased efficiency.
- Establishment of a more streamlined organizational process.
- Simplification of administrative processes through real-time data.
- Enhanced visibility into sales and service history for each customer and equipment.
- Greater insight into real-time stock levels.
- Seamless integration with various external parties, including government registration offices and transport companies.
- Implementation of an item master and price catalog covering all brands.
- Efficient super session handling.
- Fast and efficient emergency order handling.
- Implementation of an embedded and efficient master planning mechanism.



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Brimborg completely replaced it's AS-400 (iSeries) based systems, running import, distribution, sales and after sales service for 10 different automotive and transport-related brands (Volvo Car, Ford, Citroën, Mazda, Volvo Trucks, Volvo Bus, Volvo Construction Equipment and Volvo Penta as well as Nokian and Pirelli tires), in only 5 months with the help of Annata and Annata Dynamics DMS. All our DMS processes are supported equally or better than in our previous AS-400 based systems. The project was delivered within time and within budget

From the start, Annata's DMS solution had a great impact on the organization's daily operations. Jóhannsson: The speed of service has increased tremendously, as necessary information is only a click away.

**Egill Jóhannsson**

CEO, Brimborg Iceland

