

Sales & Distribution

WiseFish is at its best in fast-paced seafood sales operations, blending flexible customer management features with order delivery tools. From customer-specific billing terms to margin analysis for every order, WiseFish gives you complete cost control while ensuring your customers will never be frustrated by costly order confusion or delays.

We have streamlined the sales order process by combining one-screen inquiry for customer credit status, recent sales history, available to promise and reservation of specific product with customer-defined default packing and shipping instructions to help you meet the rigorous buyer requirements of today's seafood market.

Microsoft®
Business
Solutions

Software for the seafood industry



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Customer and Vendor Management

Maintain complete customer and vendor records including purchase history, place of delivery information and currency calculations. Customer credit limits, outstanding orders, and account balance information flows seamlessly into sales documents, assisting salespeople to make informed decisions. Accurate knowledge of a vendor's quality, service levels and price history are invaluable for the purchase staff.

Pricing

Flexibly price products according to a fixed price list or set a price for individual customers or defined groups of customers. In addition, prices can be automatically adjusted to extend a discount for volume purchases or for early payment. Price is automatically calculated in sales documents for ease of use but can be modified on an order by order basis.

Broker Management and Commissions Payable

Specialized tools to handle complex broker and commission sales form an integral part of the WiseFish suite. Commissions can be automatically estimated at the time of posting a sales document based on a percentage of the selling price.

Integrated Production and Procurement tools

Create production or purchase orders directly from a sales document to ensure that customer needs are always met while minimizing expensive security zone stock.

Documents

Fish and seafood exports move on paper. Costly delays in moving products are caused by missing or inadequate documentation. WiseFish Sales includes complete export document management tools which allow you to create all necessary shipping documentation from the Bill of Lading to the Pro-forma Invoice and CITES certificate, all created automatically when the order is processed.

Integration with Warehousing and Transport Operations

Sales tools are fully integrated with warehousing and transport components, reducing costly manual processes and paper trails and their associated delays. Automate packing, picking, staging and shipping direct from the order. Transport functions easily handle a variety of shipment operations, including single order or consolidated, multi-modal or multi-destination shipments, container loading and trip scheduling and routing.

E-commerce

Web-based sales order components in the WiseFish suite allow your customers to log-in to a secured site and update personal information, view available stock and create a new order (or add to an existing one). Customers can specify delivery from multiple registered shipping addresses and track details of shipment as they occur. System-wide EDI (Electronic Data Interchange) tools allow you to easily buy, sell, and trade information as well as alert staff of transactions.

Sales and Profit Analysis

IASB (International Accounting Standards Board) compliant costing rules embedded within the WiseFish software suite allow you to accurately track and allocate all costs associated with the sale and distribution of a product including shipping, outside storage, finance, handling and loading fees, and currency exchange gains and losses.

Case Study

The SIF Group is a leading company in sales and marketing of seafood internationally, with some 1900 employees in 13 countries, marketing seafood products to more than 60 countries around the globe. The SIF Group has been a WiseFish customer since 1996. The structure and organization of the SIF Group is based on its member companies working closely together as a team, sharing information, experience and know-how, and collaborating in solving major tasks. The ability provided by the WiseFish system to share vital information between subsidiaries and groups in real-time allows SIF to exploit the group's synergies to the fullest.

"All of our trade agreements and sales go through the WiseFish system, as well as all the inventory, warehouse and transportation functionality. The system handles our complicated cost management flawlessly which is vital for a company like SIF. WiseFish makes it possible for SIF to monitor the Group's customer agreements, sales and yield in real time."
Runar Bjarnthorsson - IT Manager, SIF Group Iceland



The WiseFish™ value chain