



Customer Story



Customer Profile

Brimborg ehf. is Iceland's largest integrated vehicle and equipment distributor, headquartered in Reykjavík. Tracing its roots to 1964 the company has expanded steadily, showing 500% growth since the year 2000. Brimborg operates on both B2C and B2B markets and is the 50th largest company in Iceland. Both as a company and as individuals, Brimborg is very proud of its corporate responsibility where every aspect of the community matters. Operating under a detailed ethics manifesto and the slogan "A safe place to be at" Brimborg aims to be of great benefit to individual customers, -families and companies as well as the environment.



Setting new standards for quality and service

Brimborg wanted to set a new standard for quality and service in their business of importing, distributing, selling and servicing cars, commercial vehicles, construction equipment and power engines. Their strategy: enable staff with the best possible tools to continuously provide customers with superior value. With Annata Dynamics DMS, all processes concerning importing, distributing, selling and servicing the equipment are more efficient and updated insight into the business is readily available for all relevant staff both on screen in user forms, analytical tools and in reports. This brings positive results to Brimborg's bottom line and gives the company a true competitive advantage.

Brimborg had been running their business in an AS-400 based system since 1986 but found it becoming restraining for further growth and the aim to build more flexible organization. The AS-400 based system was built up as three different systems; one for service workshops; one for part sales and one for vehicles and heavy machinery sales along with the finance module. The company ran three different customer systems, with different discounts and credit limit in each system and sending out two or three statements per customer at month's end.



Benefits at a glance

The following list shows some of the processes where benefits have been realized:

- Supports all areas of the enterprise in single solution.
- Automated major business processes
- Created a more streamlined organizational process.
- Simplifying administrative processes with real time data
- Greater visibility into sales and service history for each customer and equipment.
- Greater insight into real-time stock-level
- Integration with various external parties like government registration offices and transport companies
- Item master and price catalogue for all brands
- Super session handling
- Fast and efficient emergency order handling
- Embedded and efficient master planning mechanism





“Brimborg completely replaced its 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.



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