

CASE:

NATUR & KULTUR OBTAIN OVERVIEW WITH SCHILLING

Seven years ago, the Swedish publishing company Natur & Kultur needed a new finance system. Now they are supported across the board by their Danish business partner Schilling.

Since 2004 Schilling A/S has provided the Swedish publishing company Natur & Kultur (NOK) a full overview of a variety of business processes. They were chosen for the job for many reasons.

“But the primary reason is that seven years ago, we realised the finance system we had at the time no longer provided optimum support for our business processes and organisation. So we began exploring the options available in the market,” explains Gert Wallin, Division Manager at NOK.

Word of mouth

The publishing industry resembles a family in many ways, and word of mouth is a favourite

method in the industry, for instance when choosing new systems.

“Our CFO had heard a lot of good things about Schilling from other publishers. And one of the ways in which Schilling clearly differs from other companies was that they know the publishing industry and base their system structure on their experience from and knowledge of the industry,” explains Gert Wallin.

And now, seven years later, the Swedish publisher has no regrets. And much has happened since purchasing the finance system.



“For us it’s vital to have a system that runs every day – and with as little downtime as possible.”

"Now we have pretty much the entire package to support our administration with very reliable solutions," points out Gert Wallin.

The little difference

Even though it can be difficult to see a difference from one ERP solution to another, according to Gert Wallin it is the little things that turn out to be critical.

"At least in our industry there is one crucial difference: Royalties. This is where Schilling is different – they supply the best system. A well-functioning royalty system is the key to maintaining good relations with authors. And good relations with the authors is one very important

key to running a successful publishing house," emphasises Gert Wallin.

Seven years partnership

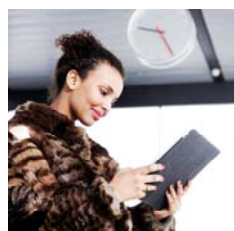
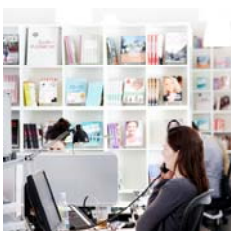
Over the years, Natur & Kultur has developed close ties with the staff at Schilling, who in turn understand the Swedish publisher's needs, structures and processes from a-z. It is more like a partnership than a traditional customer-supplier relationship.

"After seven years, relations between us have come to resemble a marriage. We don't need to use a lot of words to get things done," concludes Gert Wallin.

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If you would like to know more about Schilling and what we can do for you, contact us at +45 70 27 99 00 or read more at www.schilling.dk



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