



“LaserNet Promotes our “brand” and Helps us Deliver Even Better Service to Our Customers.”

Overview

■ Challenge

To ensure that Dansk Energi documents reflected positively on the company services creating the right impression when they were dealing with major companies, organisations and government bodies

■ IT Applications

Microsoft Business Solution
AXAPTA

■ Solution

LaserNet design software
LaserNet GUI data mapping interface
LaserNet email distribution

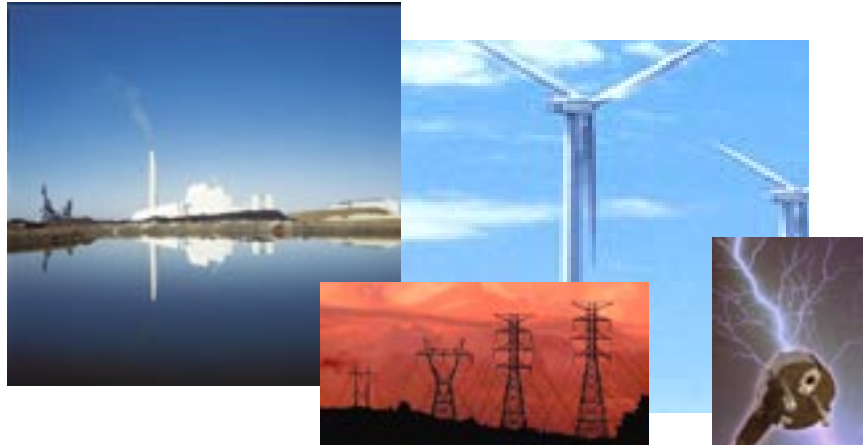
■ Why LaserNet?

Recommended by the world's largest distributor of Axapta - Aston Business Solutions.

Provided full output management functionality including automated-print email, fax, xml distribution.

Provided a rapid implementation solution.

Automated many laborious user base printing functions such as paper tray selection and document collation



LaserNet ensures that we can promote the Dansk Energie brand on all of our business documents, which make up a large part of the materials our customers receive from us. Mia Due, Manager Internal Services - Dansk Energi.

“In our world, positive exposure and good publicity gives us influence and bargaining capital on the political scene: And as a trade association for the Energy Industry, they are critical success factors. This is why we spend a lot of time making sure that our logo, folders and brochures send a clear, positive, signal about our values. LaserNet ensures that we can promote the Dansk Energie brand on all of our business documents, which make up a large part of the materials our customers receive from us.”

This is how Mia Due, department manager in charge of Internal Services, describes the challenges facing Danish Energy. Danish Energy is an industry group—and an umbrella organisation—for different associations and groups of energy companies in Denmark. The focal point of the organization is the country's electricity companies. Danish Energy's most important duties are:

- Advocacy of member interests through political influence on energy issues
- Providing consulting services and knowledge sharing for members
- Organisation of courses and conferences
- Development of a strategic forum for business leaders



Output & Document Management

Service and Credibility

Danish Energy is judged by its ability to give its member the best service possible. This means that, among other things, business documents:

1. Are delivered on time
2. Are clear and accessible
3. Contain the necessary information (which may pertain to legal regulations) and emphasise the most important details

"These three objectives support the credibility of our communication with external organisations and government bodies," says Mia Due.

LaserNet Solves Installation Problem in 5 Days with Aston's "Quickstepz"

"In connection with a change in our administration system to Microsoft Business Solutions (MBS) AXAPTA, we realised that the standard printouts wouldn't live up to our expectations of flexibility, user friendliness and functionality. After an evaluation of different solutions on the market, our ERP-technical partners, Aston Business Solutions, suggested changing to LaserNet," explains Henrik B. Mortensen, accounting officer at Danish Energy.

"LaserNet was configured and installed in less than a week, thanks to Aston's QuickStepz and the technical advantages of the LaserNet software. The concept ensured a quick installation, because a range of formulas were already prepared and designed as complete 'packages'. From the beginning, we chose an attractive template design that would work for all of our forms."

"The User is Spared Time Consuming Details"

The LaserNet solution handles a wide range of different forms and foreign language versions. LaserNet can handle many organizations and incorporates the logo of each organization into the solution. Mortensen explains, "We've set it up so that individual users don't have to bother with choosing a printer, designating a printer tray and so on. These things can really waste a lot of time in terms of printing errors. In the past, we had to lay each letterhead sheet in the printer manually and

then hurry back to our PCs to print. Now the user only needs to think about that which is most important: creating the content. LaserNet takes care of choosing the proper layout and finding the right tray on the right printer."

"LaserNet is lightning fast to work with. Before I can even get out of my chair, the printouts are ready on the right printer. I can't imagine working without LaserNet today, because it would set us back significantly in terms of functionality and design," continues Mortensen.

"The possibilities offered by LaserNet in combination with QuickStepz ensure a considerably more flexible output from AXAPTA, along with an even quicker implementation," adds Allan Mik Bjørnfort from Aston Business Solutions

Use of LaserNet Will Be Expanded Further

"We would like to expand our use of LaserNet. In the future, we want to handle more of our member organizations' documents, and at the same time we would like to offer the delivery of documents in different formats (via email, for example). As we transfer more and more functions from our outdated ERP-system, LaserNet will take on a still greater role in our external communications," says Mortensen in closing.



Fact Box:

Most ERP systems aren't designed to format and distribute documents. This functionality is provided by LaserNet output management. The features that most AXAPTA and NAVISION users find most useful are:

- Formatting of variable data
- Creation of overlays (layouts) with boxes, frames and payment forms and other design elements
- Control of printers, printer trays, double-sided printing and print distribution
- Management of multiple regional identities with different logos, locations and legal identities
- Conversion of documents sent as PDF or XML
- Customer focused documents and barcodes
- Easy maintenance of designs in MS-Word

QuickStepz is an implementation model that ensures the rapid implementation of ERP systems. This model has been developed by Aston Business Solutions, which is the world's leading distributor of AXAPTA and NAVISION from Microsoft.

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