

## Imerco Has a New Finance Process on Display

Imerco, a Danish retail company, wanted to save time on their budgeting process by finding a solution that would give them a single version of financial truth. After implementing Prophix, Imerco can easily distribute reports on sales and budgets to their more than 150+ branches in Denmark.

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### Business Challenges

Imerco's Office of Finance had a complex and time-consuming Excel model that caused their budgeting process to take several months. Struggling to manage a budget and report-model with spreadsheets, Imerco decided to look for a solution that could automate their financial processes.

### Why Prophix?

Imerco sought a user-friendly and intuitive solution that could be used by their finance team to establish a series of automated financial processes.

### Results

With Prophix, Imerco has established budgeting goals with defined targets that allow their finance team to monitor stock turnover. The finance team at Imerco can also drill-through to transactional data, allowing them to gain a better understanding of their business.

Imerco is Denmark's largest hardware chain with 183 stores distributed throughout the country. Imerco also operates one of Denmark's largest customer clubs, Imerco +, with more than 1 million members. Imerco was started by visionary retailers 1928, reaching their 90-year anniversary in 2018. In 2007, Imerco was transformed into a capital chain. Today, Imerco stands out as Denmark's leading retail chain with the largest selection of goods and brands. Moreover, Imerco has a wide range of brands that cannot be bought elsewhere. In 2018, Imerco launched a new store concept called Imerco Home. In addition to Imerco's usual assortment, Imerco Home Stores offer a larger and more interchangeable range of home, design, furnishings, and gifts.

**Operating:** Since 1928

**Website:** [www.imerco.dk](http://www.imerco.dk)

**Annual Revenue:** 1.14 billion DKR

**Employees:** 1000+

**ERP:** Microsoft Dynamics NAV

# Prophix Customer Story

A seamless integration between Microsoft Dynamics NAV and Prophix allows Imerco to easily update and load data from their ERP system. The finance team is also able to view and analyze two years of records with Prophix.

## Future Plans

Imerco has plans to leverage Prophix's Detailed Planning Manager to capture and develop different scenarios. They also plan to incorporate personnel planning for their 150+ branches into Prophix, as well as further conduct budgeting on their turnover rate.



## About Prophix

Your business is evolving. Your systems should evolve too. Achieve your goals more successfully with Prophix's innovative Corporate Performance Management (CPM) software. Improve profitability and minimize risk when you automate repetitive tasks and focus on what matters. Budget, plan, consolidate and report automatically. Whether in the cloud or on-premise, Prophix supports your future with a platform that flexes to suit your strategic realities, today and tomorrow.



[www.prophix.com](http://www.prophix.com)

### Head Office

350 Burnhamthorpe Road W,  
Suite 1000 • Mississauga, Ontario  
Canada • L5B 3J1

+1 (905) 279 8711  
[info@prophix.com](mailto:info@prophix.com)

### Additional Offices

USA: +1 (800) 387 5915  
UK: +44 (0) 118 900 1900  
Europe: +45 7023 2375  
DACH Region: +49 69 509 565 605  
Brazil (Rio de Janeiro): +55 21 3094 3900  
Brazil (São Paulo): +55 11 3583 1678