

A Fresh New Take on Finance for Abena

Abena, a manufacturer and wholesaler of incontinence and related health care products, upgraded from a four-user Prophix 10 solution to Prophix Version 12 with 50 users to improve their consolidation and budgeting processes with the new functionality like a web interface, workflow and visual analytics.

Business Challenges

Abena acquired Prophix 10 in 2012 to replace Frango (aka Congos Controller), which had been used to handle the financial consolidation of their subsidiaries. Abena did have precise data and a working financial consolidation process but their processes continued to rely heavily on spreadsheet templates, which had some downsides.

For example, when collecting data from subsidiaries, Group Finance sent an email with a template attached, which had to be returned. It was a complex process that made it hard to track what data had been submitted and by whom.

Another and more overshadowing challenge was their ERP solution, which did not perform properly. Abena decided to implement a new ERP solution and at the same time, explore new consolidation and budgeting solutions. This is when an upgrade to Prophix Version 12 became one of the alternatives.

Why Prophix?

The local Prophix consultant reached out to Abena to hear about their upcoming needs. With Prophix Version 12 being released the same year, a presentation of the new functionality and features seemed obvious.

Abena is a Danish, family-owned company manufacturing incontinence products, health care products, and baby diapers. Besides their own production in Denmark, Sweden, and France they also supply a wide range of sourced products such as; gloves, body wash, skin care, wound care, food service and paper.

Abena was founded in 1953 and over the last 60 years, they have transformed into a global corporation. Their products are sold in 80+ countries and they employ more than 1,800 people worldwide.

Abena's mission is to improve customers' quality of life by offering them top-quality products that are manufactured in a sustainable manner.

Operating: Since 1953

Website: www.abena.com

Annual Revenue: 4 billion DKK

Employees: +1800

ERP: SAP

Prophix Customer Story

“A whole lot had happened with the solution from Prophix 10 to Prophix Version 12! First of all, I was very satisfied with our session with a focused Prophix consultant who had extensive knowledge of the solution and its possibilities. We had a good and open dialogue where the consultant was open to our needs and suggestions,” said Jens Ole Lang-Tandrup, Financial Manager, Group Finance at Abena.



Abena chose to continue with Prophix after a presentation of Prophix Version 12 and expanded their usage to 50 users. It was the wide range of functionality, as well as the web interface and price, that convinced Abena to stay with Prophix.

Jens Ole Lang-Tandrup explains, “I see Prophix’s versatility as a strength because it offers exciting possibilities, so we are not limited to use it for financial consolidation. Also, it’s easy-to-use and is offered at a reasonable price.”

Results

Abena uses Prophix for monthly financial consolidation where they report for the Group and all its subsidiaries.

Furthermore, Group Finance handles budgeting, does forecasting three times a year, data gatherings and they also use Prophix to generate data for strategy calculations.

Prophix Version 12’s web interface and dashboards ensure many benefits for Abena’s Group Finance. The financial processes are more integrated throughout the company, the data collection is more structured and Abena employees now have a greater level of detail in their data.

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“Before it was only the small team in Group Finance who worked with the data – no one else. Today, the finance functions in the subsidiaries can just log in and that ensures that everybody works with the solution and the data.”

- Jens Ole Lang-Tandrup

Prophix Customer Story



The disordered data gathering with emails and templates flying back and forth also stopped. Today, data gathering from subsidiaries is done within Prophix. Group Finance just grants a password and can watch in the workflow who submitted data, what needs to be approved and set up automatic notifications.

“Now, instead of sending emails with templates back and forth with little chance to maintain an overview, we just grant access to Prophix and the subsidiaries can make their own reports. In the workflow, we track what data has been submitted by who,” Jens Ole Lang-Tandrup explains.

Furthermore, Abena highlights the visual analytics functionality in Prophix Version 12 as a valuable feature. While only relying on plain PDFs before, Abena now has an improved reporting tool with interactive dashboards and customized tables and graphs to ensure the data is presented and easily decoded.

“With the visual analytics module, we can present our data properly. Prophix Version 12 has sort of a [business intelligence (BI)] front-end and because of that we don’t have an immediate need to purchase an extra BI solution,” Jens Ole Lang-Tandrup points out.

Jens Ole Lang-Tandrup underlines that Abena had precise data before the upgrade but he also acknowledges that their level of detail of the data is greater today.



Prophix Customer Story



“Before the upgrade we used structured spreadsheets, making it hard to zoom in on specific data. Now, we can easily dive down into the data and examine it, and it is easier to go down on a local account.”

- Jens Ole Lang-Tandrup



Future Plans

Abena plans to move everything currently located in spreadsheets over to Prophix. Among those tasks is performance reporting and currency management.

About Prophix

Your business is evolving. And the way you plan your business activities and report on them should evolve too. To empower mid-market companies to achieve their goals, Prophix provides an integrated, cloud-based platform to the Office of Finance; one that delivers planning, budgeting, reporting, forecasting and consolidation solutions. With Prophix, finance leaders improve profitability and minimize risk and puts the focus back on what matters most – uncovering business opportunities. Prophix supports your future with AI innovations that adapts to meet your strategic realities, today and tomorrow. Over 2,500 active customers around the globe rely on Prophix to transform the way they work.



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