

Tying Analytics into the Strategic Plan for **Maximum Success**

Alexander Skaarup Kristensen
FREJA Transport & Logistics

My mission with this presentation

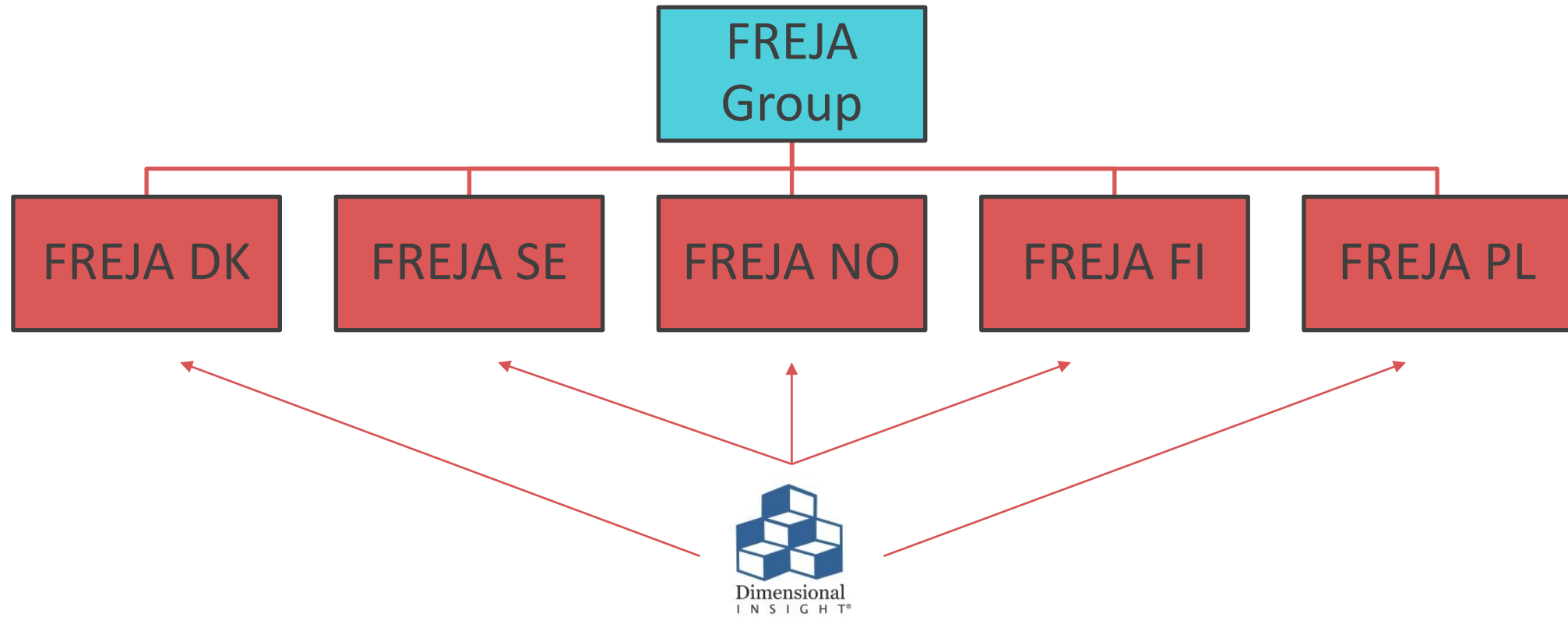
- **I want to:**
 - tell you about our company and my team
 - tell you about how we have managed to get into the strategic plan
 - give you an overview of our BI & Automation platforms
 - give you a deep insight into our Diver Platform with a lot of examples
 - inspire you through the journey we have been through

FREJA's Core Business

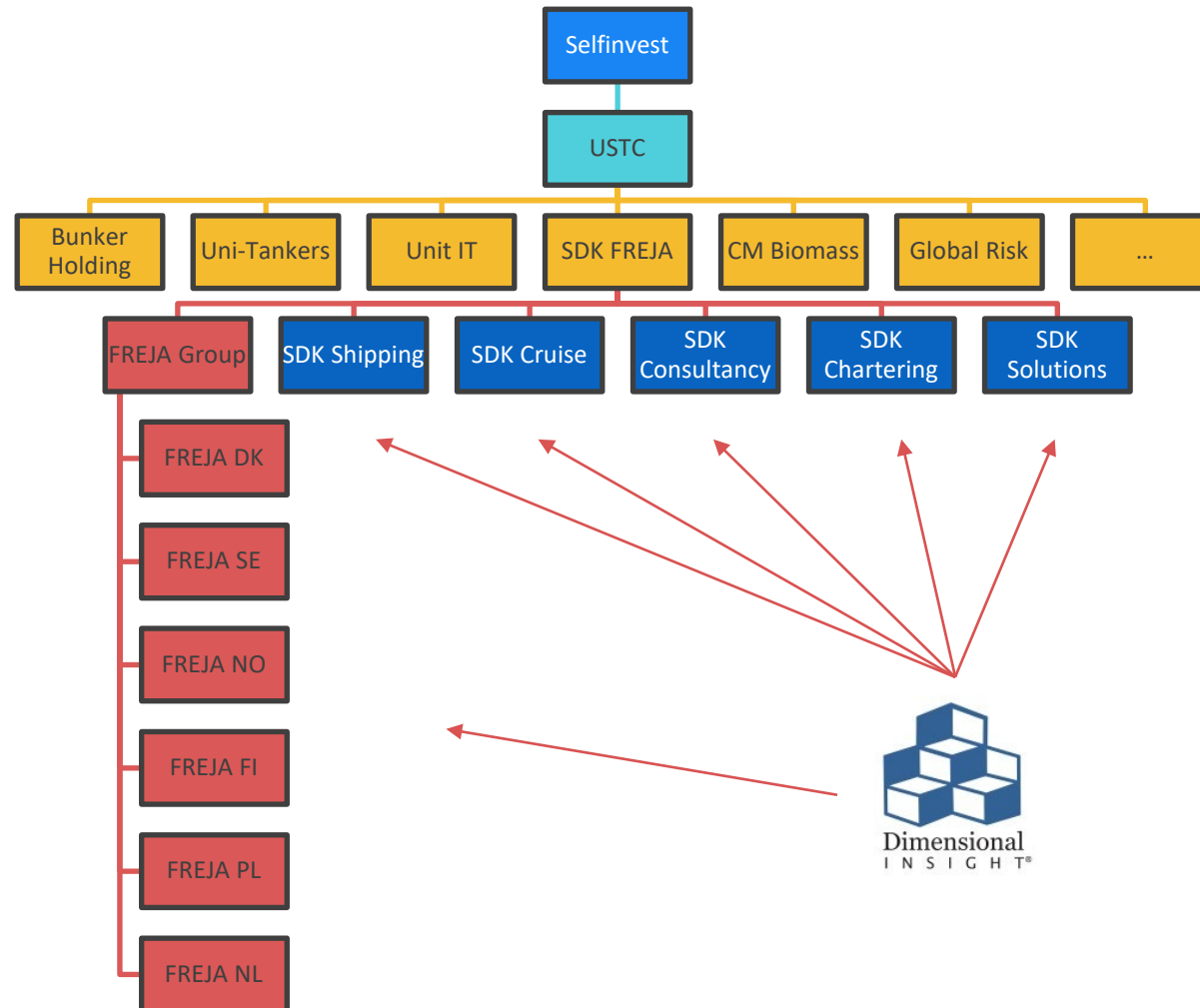
- ROAD transport
- SEA freight
- AIR freight
- Project forwarding
- Warehouse solutions
- Healthcare logistics
- Customs clearance



Corporate Family Tree (Before)

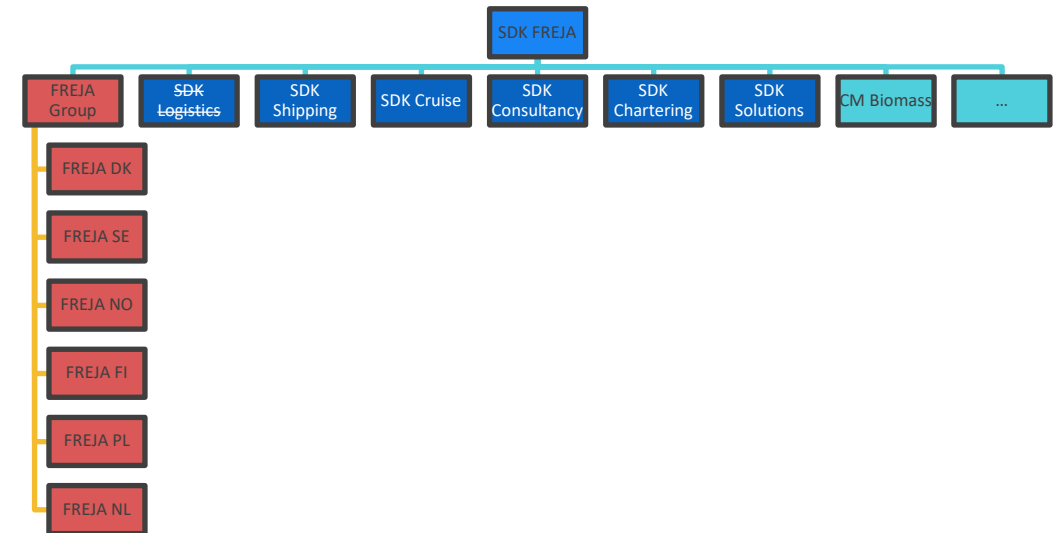


Corporate Family Tree (Now)



Merger of SDK and FREJA

- ▶ SDK Group buys FREJA and forms SDK FREJA
- ▶ SDK wants growth but lacks the platform and the organization
- ▶ FREJA is the “big brother” and has invested heavily in IT platforms for many years and has the proper organization. FREJA is the perfect platform for growth.
- ▶ SDK Logistics merges into the FREJA Group
- ▶ FREJA's Group IT moves into a position where we serve the whole SDK FREJA
- ▶ Phase 1 of the transition has been to implement the Diver Platform in SDK



FREJA DivePort



DivePort
We are here to help you at diver@freja.com

MY ACCOUNT ADMIN HELP LOG OFF

Main

Back Home

Bookings in Total

Print Edit

Department Report Customer/Agent Report Booking Processing Booking Characteristics Booking Status Code

View video tutorial View measure descriptions

TOTAL NUMBER OF BOOKINGS BY DOSSIER DEPARTMENT

Time Range
Year-To-Date (YTD)
Month-To-Date (MTD)
Last Complete Month
Last 3 Months

Company
All Values (6)
01-FREJA DK
11-FREJA SE
21-FREJA NO

Reporting Unit
All Values (11)
<Blank Value>
DK East
DK Global project

Dossier Department
All Values (54)
<Blank Value>
00
11-Dummi

Reporting Traffic
All Values (29)
<Blank Value>
All countries
Austria

Dossier Type (E/I)
All Values (4)
<Blank Value>
E
I

Booking Type
All Values (3)
Group
Internal
Original

Reset

Total Number of Bookings by Dossier Department

View Analysis

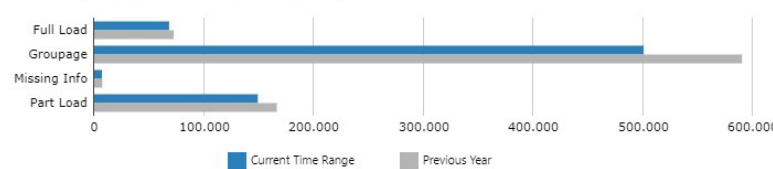
Year-To-Date (YTD) compared to the previous period and the same period the previous year.

Dossier Department	Year-To-Date (YTD)	Previous Period	% +/-	Previous Year	% +/-
Totals	725.138	836.591	-13,3%	836.591	-13,3%
21-Stilling Norden	55.922	70.307	-20,5%	70.307	-20,5%
22-Stilling UK/IE	7.183	8.194	-12,3%	8.194	-12,3%
23-Stilling DACHI	46.021	53.690	-14,3%	53.690	-14,3%
24-Stilling Kontinent	29.731	33.413	-11,0%	33.413	-11,0%
25-Århus NXT	14.194	0		0	
32-Freja Marine Logistics	31	3	933,3%	3	933,3%
35-Stilling Spec Customer	1.969	2.094	-6,0%	2.094	-6,0%
36-Taastrup Key Account	26.811	30.026	-10,7%	30.026	-10,7%
37-Frederikshavn Key Account	1.980	1.581	25,2%	1.581	25,2%
51-Taastrup Norden	55.769	59.786	-6,7%	59.786	-6,7%
52-Taastrup East Baltic	2.101	1.820	15,4%	1.820	15,4%

Total Number of Bookings by Load Type

View Analysis

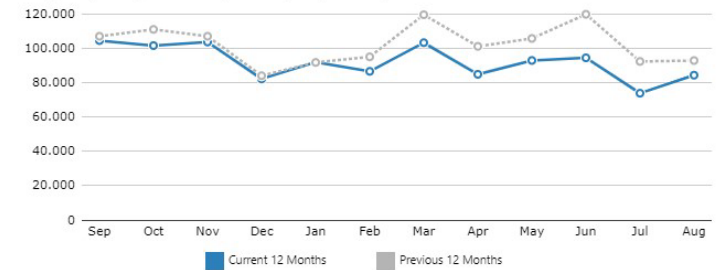
Year-To-Date (YTD) compared to the same period the previous year.



Total Number of Bookings over time

View Analysis

Rolling Year by Month (the last 12 complete months) compared to the previous 12 months.

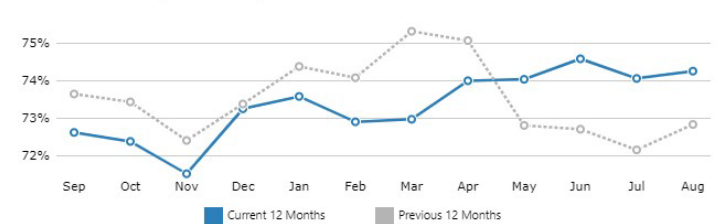


EDI/Web Performance

View Analysis

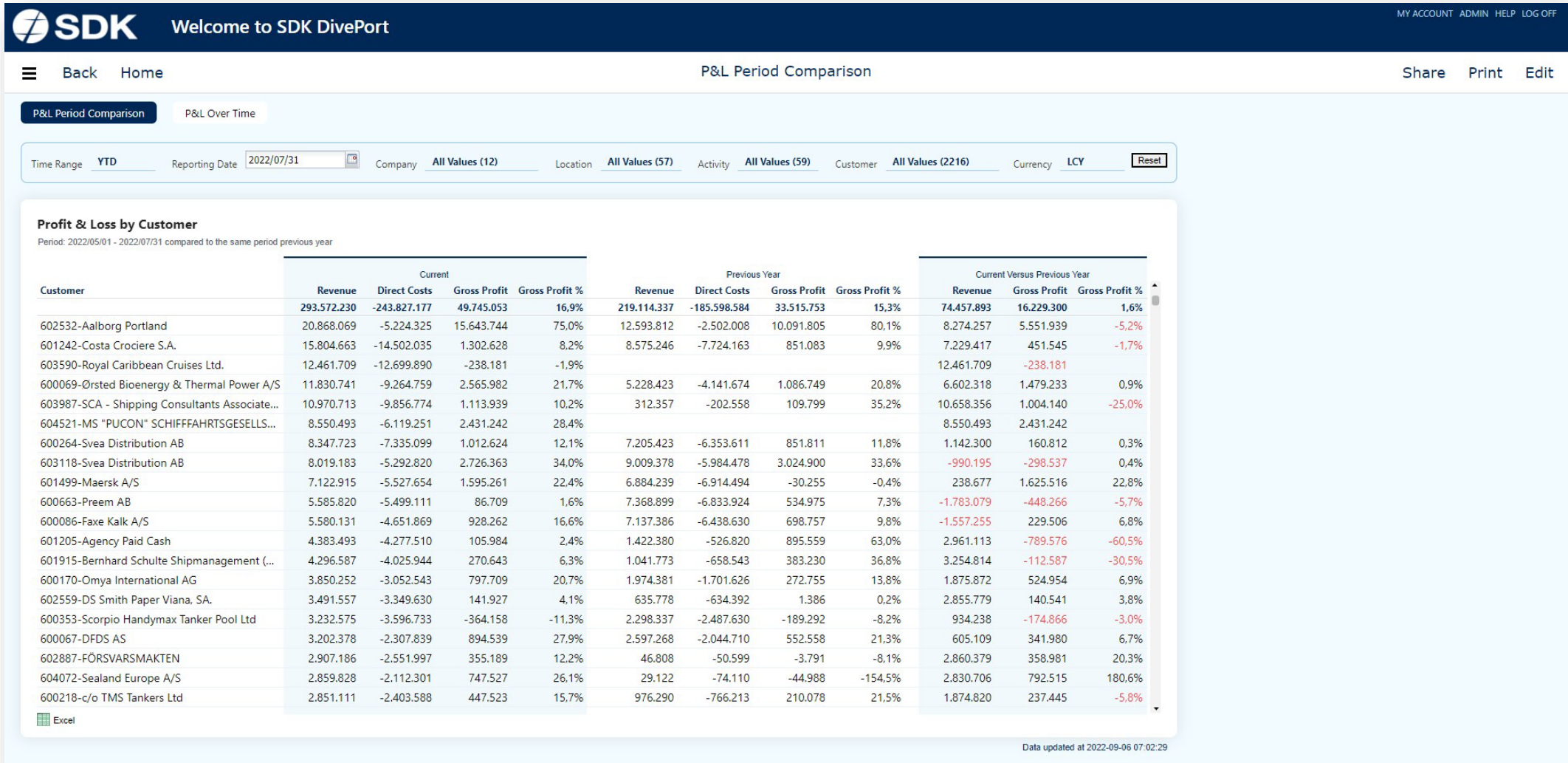
Rolling Year by Month (the last 12 complete months) compared to the previous 12 months. The Measure is EDI and Web Bookings summarised and as a percentage of Original Bookings in Total.

Current MTD 73,9% -1,0%



Data Updated at 06. September 2022 02:16

SDK DivePort



Who we are

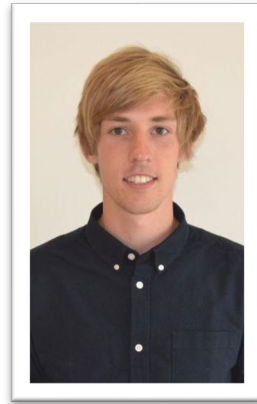
BI & Automation



Pawel
Trabski



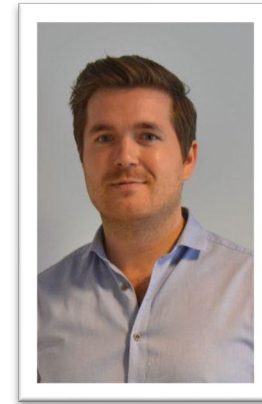
Gustav
Olsen



Anders
Jeppesen



Blazej
Jaremek



Alexander
Kristensen

Who I am

Education

- Bachelor's degree in Business Administration, Ethics and Management (2014)
- Master's degree in Finance (2016)

At FREJA for 6 years

- Started as Business Controller
- Then Head of Finance Business Partnering
- Now Head of BI & Automation

Contact: alk@freja.com



Alexander Skaarup Kristensen

- I am 33 years old
- I have a daughter and a stepson
- I live in Horsens, Denmark

Our Goal

BI & Automation team

Our goal is to help the business and our business partners in making better decisions and deliver better results.

... and **Diver** is a big part of how we live up to that goal

Strategy

BI & Automation

BI in all business areas.

Automation of business processes.

BI & Automation Strategy

- BI & Automation have been on the strategic plan for nearly four years
- Why?
 - Business Intelligence helps us in decision-making, information retrieval and it improves the understanding of our business
 - With Business Intelligence, we have both the overview and a deep insight into all parts of our business
 - Automation helps us improve our processes, increase our level of service and increase our results

BI & Automation Platform

- How did we reach the point where BI & Automation is on the strategic plan?
 - From “day one” we have secured commitment from top management
 - On regular basis we arrange BI & Automation workshops on our locations
 - We launch new solutions on a regular basis
 - We tell about what we do
 - > Posts on intranet
 - > Video on intranet
 - > News and case descriptions on mail
 - > Inspirational workshops

BI & Automation Strategy

FREJA | Finance | HR | IT | Sales | Aspect 4 | Operations | Customs | Logistics | QMS | WEB

April 5, 2022

Air & Sea in Diver

We are pleased to present a new area for the Air and Sea departments in DivePort.

In the new area, you can get a deep insight into orders over time, orders by customer, and by incoterms. You can even see the order distribution by lane. One of the new dashboards will also provide you with an in-depth understanding of the order specification of CBM and TEU.

In addition, we have also created an order profitability page where you can see both turnover, costs, and profitability. Whether you want to look at it on the order or customer level is up to you. The choice is yours.

However, turnover and cost can be accounted for a long time after the order has been handled. Therefore, we have included the reservations and calculated an expected profit, which is more aligned with the final profitability as the reservations are pretty high.

Overall, the new area is an excellent tool for support for planning and utilizing the capacity in our daily work and on a more long-term strategic level.

Have a look at the new Air and Sea areas by clicking the links:

Air - [click](#)
Sea - [click](#)

If the following message appears "access denied" please get in touch with us, as we then have to give you the required permission.

Feel free to contact the Diver team at diver@freja.com if you have any questions

Sea





Air

FREJA | Finance | HR | IT | Sales | Aspect 4 | Operations | Customs | Logistics | QMS | WEB

April 11, 2022

Haulier Analytics in Diver

We are pleased to present a new area "Haulier Analytics" in our business intelligence platform Diver.

KPI Overview
On the KPI Overview page, you get insights into the most exciting information regarding hauliers like invoice amount, invoiced kilometers, routecalc kilometers, and empty and free kilometers. It is excellent for reviewing figures for hauliers and making a deep dive into the dossiers, round trips, and trucks to see haulier analytics from different perspectives.

Cost Overview
The Cost Overview page will help you understand your costs to our hauliers. Some of the most interesting information would be the cost per kilometer and cost per kilometer over time compared to the invoiced amount. Combined, both measures will give you a good overview from a finance perspective for our hauliers. Also, it should help to make a deep dive analysis for periods in which costs have been higher.

Loading & Volume
The Loading & Volume page contains measures like; Type of Loading (full loads, part load, groupage loads) and different booking volumes metrics. This page will give you an excellent overview of the cargo your hauliers are driving for you.

Truckcredit Processing
Here you can follow the performance of how good you are at doing the truckcredits automatic or manual.

We have focused on delivering the most crucial information regarding FREJA's hauliers. The area can be used to analyze our current hauliers but also in the negotiation process with current and new hauliers.

Below you can watch a video presentation of the new Haulier Analytics area.



You can access Haulier Analytics by clicking this [\[link - click\]](#)

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Feel free to contact the Diver team at diver@freja.com if you have any questions.

DIUC22 | WASHINGTON, DC
THE **DISCOVERY**
CONFERENCE

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BI & Automation Platform

- The Diver Platform for both BI & Automation
 - FREJA
 - > Version 7.0 with Measure Factory
 - > Updates to 7.1 later this year
 - SDK
 - > Version 7.1 with Measure Factory
- The Microsoft Power Platform for Automation (RPA)
- Kofax RPA

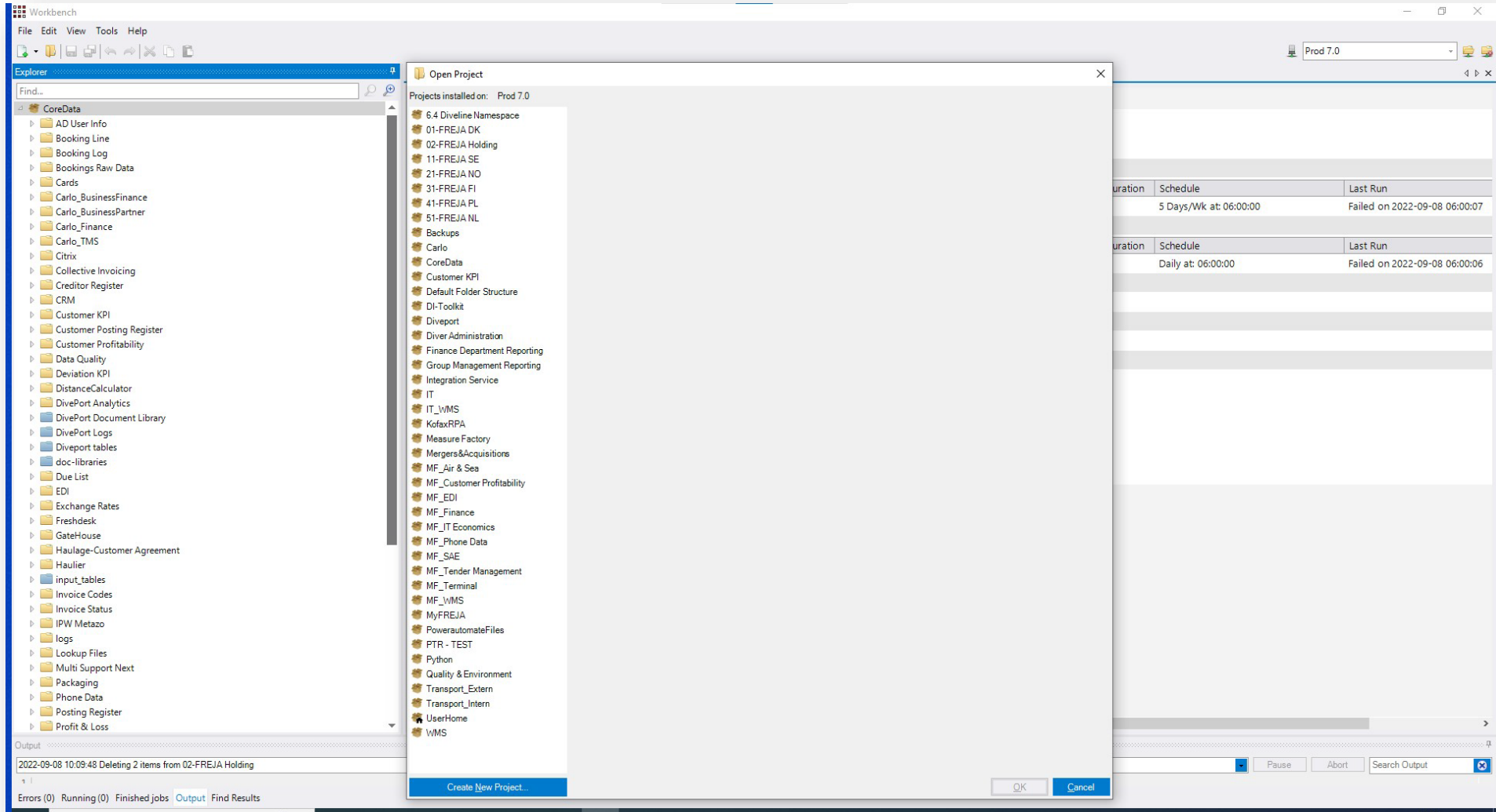
The Diver Platform

- Diver is in the middle of our core systems, extracting data from various systems such as Road TMS, Air & Sea TMS, Finance, Ship Management, WMS, Microsoft Dataverse, etc.
- We build everything ourself (of course with great support from Infotool and DI NL and SE)
- We use both Integrator and Spectre to build our cBases
- We use Measure Factory (or Spectre cPlans) on top of everything that our users see through DivePort and ProDiver
- The primary platform for our users is DivePort
- A smaller part of our users also use ProDiver for premade reports

The Diver Platform

- We have a project for our Core Data cBases
- Several Measure Factories
 - Finance
 - Road Transport
 - Air & Sea
 - Logistics
 - ...
- Several other projects

The Diver Platform



Areas that we cover

- Finance
 - Liquidity Management, Financial Reporting, Reconciliation
- Road Transport
 - Shipment overview and insights, financials, earnings, controlling, etc.
- Air & Sea Freight
 - Order insights, profitability and controlling
- Logistics
 - Order insights, stock levels, performance
- Sales
 - Customer insights and performance, Sales Team follow-up, Tender Management, Strategic Sales
- Terminal
 - Load and unload analytics, volume insights, etc.
- IT
 - Economy, system surveillance and reporting
- QES
 - Deviation Insights, Emission Analytics

DivePort elements

Welcome to SDK DivePort

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Time Range Analysis

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[Month Analysis](#)
[Month Analysis \(Details\)](#)
[Time Range Analysis](#)
[Time Range Analysis \(Details\)](#)
[Profit & Loss](#)

[View measure description](#)

Time Range YTD Reporting Date 2022/07/31
Company All Values (12) Location All Values (57) Activity All Values (59)
Currency LCY [Reset](#)

Financial Statement Overview YTD (1.000 LCY) (2022/05/01 - 2022/07/31)

Location	Gross Profit	Budget	Dev	Staff Costs	Budget	Dev	OEE	Budget	Dev	QHSE	Budget	Dev	Overheads	Budget	Dev	EBITDA	Budget	Dev	Depreciation	Budget	Dev	Fin. Netto	Budget	Dev	EBT	Budget	Dev	
Totals	49.745	42.323	7.422	-29.850	-26.723	-3.127	-9.251	-8.601	-650	0	0	0	617	590	27	11.261	7.588	3.672	-2.119	-2.162	42	-995	-1.333	338	8.147	4.094	4.053	
1115-Åbenrå	1.937	1.960	-23	-693	-616	-78	-136	-154	18				-600	-600	0	507	590	-83	-50	-50	0	-3	-4	2	455	536	-81	
1117-Asnæs	429	42	387	-31	-108	78	-6	-3	-3	-78	-76	-2	-243	-243	-0	72	-387	460				26	-5	30	98	-392	490	
1118-Kalundborg	3.201	1.805	1.395	-1.017	-792	-225	-147	-170	23				-600	-600	0	1.437	243	1.193	-37	-38	1	1	-2	3	1.401	204	1.197	
1119-Køge	1.505	857	738	-811	-879	68	-268	-303	35	-39	-38	-1	-600	-600	0	-122	-962	840	-110	-112	2	-6	-92	86	-239	-1.167	928	
1120-København		505	389					-1	1							894	504	389				-2		-2	891	504	387	
1124-SDK HUB		1.335	801	-379	-360	-19	-29	-18	-11					-25	25	1.728	932	796				1		1	1.729	932	797	
1125-Århus		1.809	-50	-408	-400	-8	-92	-130	38				-347	-347	0	912	933	-20	-43	-43	0	-80	-184	104	790	706	84	
1126-Studstrup		165	-88	-55	-45	-11	-19	-27	8	-78	-76	-2	-243	-243	-0	-318	-225	-93				0		0	-318	-225	-93	
1127-SDK Stevedore		150	149	-120	-129	9	-9	-45	36				-45	-39	-6	125	-64	189						-1	1	125	-64	189
1132-Rønne		128	569	-156	-154	-3	-117	-28	-89							423	-54	477							423	-54	477	
1133-Faxe Ladeplads		320	-9	-106	-74	-32	-2	-4	2				-25	-25	0	178	218	-39							178	218	-39	
1134-Skærbæk		32	123	-30	-25	-5	-2	-7	5	-78	-76	-2	-205	-205	-0	-160	-281	121				0		0	-160	-281	121	
1135-NaviMerchants			0					0	0							0		0							0		0	
1136-Chartering.dk		1.286	1.491	-481	-535	54	-200	-112	-88				-131	-131	0	1.964	508	1.457	-205	-206	1	-82	-33	-49	1.677	268	1.409	
1136-SDK Chartering A/S							-0		-0							-0		-0							-0		-0	
1137-SDK Shipping A/S	-40	-200	160	-4.081	-4.172	92	-1.834	-1.750	-83	623	605	18	7.031	7.067	-36	1.700	1.549	151				0	245	-244	1.700	1.794	-94	
1138-Stigsnaes	0		0	0	0	0	0	-0	0							0	-0	0							0	-0	0	
1139-Projekter																			-18	-19	0					-18	-19	0
1140-Avedøre	593	134	460	-85	-104	19	-14	-23	9	-117	-113	-3	-243	-243	-0	135	-349	484				0		0	135	-349	484	
1141-Randers	2.041	1.699	342	-1.380	-1.471	91	-351	-397	45	-39	-38	-1	-334	-334	0	-63	-540	477	-25	-24	-1	32		32	-56	-564	508	
1144-Aalborg Portland	3.992	2.400	1.592	-465	-405	-59	-229	-131	-98	-156	-151	-4	-248	-248	0	2.894	1.464	1.430	-30	-29	-0	32		32	2.896	1.434	1.462	

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Data updated at 2022-09-08 11:02:11

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Data updated at 2022-09-08 12:02:13

Currency selection with MF Macros

Welcome to SDK DivePort

MY ACCOUNTADMINHELPLOG OFF

HomeTime Range AnalysisShareEdit

Month AnalysisMonth Analysis (Details)Time Range AnalysisTime Range Analysis (Details)Profit & LossView measure description

Time RangeYTDReporting Date2022/07/31CompanyAll Values (12)LocationAll Values (57)ActivityAll Values (59)CurrencyLCY

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-	2		2				-1		-1							1		1				108		108	109		109
1000-Fælles	0			0		0	-12	0	-12				0		0	-12	0	-12	0		0		0		0	-12	-12
1110-SDK Solutions Holding A...							-26		-26							-26		-26							-26		-26
1111-SDK A/S				-6.783	-4.304	-2.479	-1.732	-2.085	353				1.431	1.426	5	-7.084	-4.963	-2.121	-1.207	-1.199	-8	-1.008	-1.155	147	-9.299	-7.316	-1.982
1112-Fredericia	3.282	3.271	11	-1.161	-1.033	-129	-337	-386	49	-39	-38	-1	-600	-600	0	1.145	1.214	-70	-187	-189	2	-27	-78	51	931	948	-16
1115-Åbenrå	1.937	1.960	-23	-693	-616	-78	-136	-154	18				-600	-600	0	507	590	-83	-50	-50	0	-3	-4	2	455	536	-81
1117-Asnæs	429	42	387	-31	-108	78	-6	-3	-3	-78	-76	-2	-243	-243	-0	72	-387	460				26	-5	30	98	-392	490
1118-Kalundborg	3.201	1.805	1.395	-1.017	-792	-225	-147	-170	23				-600	-600	0	1.437	243	1.193	-37	-38	1	1	-2	3	1.401	204	1.197
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1120-København	894	505	389				-1		1							894	504	389				-2		-2	891	504	387
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1125-Århus	1.759	1.809	-50	-408	-400	-8	-92	-130	38				-347	-347	0	912	933	-20	-43	-43	0	-80	-184	104	790	706	84
1126-Studstrup	77	165	-88	-55	-45	-11	-19	-27	8	-78	-76	-2	-243	-243	-0	-318	-225	-93				0		0	-318	-225	-93
1127-SDK Stevedore A/S	299	150	149	-120	-129	9	-9	-45	36				-45	-39	-6	125	-64	189					-1	1	125	-64	189
1132-Rønne	696	128	569	-156	-154	-3	-117	-28	-89							423	-54	477							423	-54	477
1133-Faxe Ladeplads Havn	311	320	-9	-106	-74	-32	-2	-4	2				-25	-25	0	178	218	-39							178	218	-39
1134-Skærbæk	155	32	123	-30	-25	-5	-2	-7	5	-78	-76	-2	-205	-205	-0	-160	-281	121				0		0	-160	-281	121
1135-NaviMerchants	0		0				0		0							0		0							0		0
1136-Chartering.dk	2.777	1.286	1.491	-481	-535	54	-200	-112	-88				-131	-131	0	1.964	508	1.457	-205	-206	1	-82	-33	-49	1.677	268	1.409
1136-SDK Chartering A/S							-0		-0							-0		-0							-0		-0
1137-SDK Shipping A/S	-40	-200	160	-4.081	-4.172	92	-1.834	-1.750	-83	623	605	18	7.031	7.067	-36	1.700	1.549	151				0	245	-244	1.700	1.794	-94

PDFExcel

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ShareEdit

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View measure description

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Totals	46.769	39.019	7.749	-28.681	-25.569	-3.113	-8.872	-8.307	-565	0	0	0	992	952	40	10.207	6.096	4.112	-2.119	-2.162	42	-989	-1.332	343	7.099	2.602	4.497
-	2		2				-1		-1							1		1				107		107	109		109
1000-Fælles	0		0	0	0	0	-12	0	-12				0		0	-12	0	-12	0		0		0		0	-12	-12
1110-SDK Solutions Holding A...							-26		-26							-26		-26							-26		-26
1111-SDK A/S				-6.783	-4.304	-2.479	-1.732	-2.085	353				1.431	1.426	5	-7.084	-4.963	-2.121	-1.207	-1.199	-8	-1.008	-1.155	147	-9.299	-7.316	-1.982
1112-Fredericia	3.282	3.271	11	-1.161	-1.033	-129	-337	-386	49	-39	-38	-1	-600	-600	0	1.145	1.214	-70	-187	-189	2	-27	-78	51	931	948	-16
1115-Åbenrå	1.937	1.960	-23	-693	-616	-78	-136	-154	18				-600	-600	0	507	590	-83	-50	-50	0	-3	-4	2	455	536	-81
1117-Asnæs	429	42	387	-31	-108	78	-6	-3	-3	-78	-76	-2	-243	-243	-0	72	-387	460				26	-5	30	98	-392	490
1118-Kalundborg	3.201	1.805	1.395	-1.017	-792	-225	-147	-170	23				-600	-600	0	1.437	243	1.193	-37	-38	1	1	-2	3	1.401	204	1.197
1119-Køge	1.595	857	738	-811	-879	68	-268	-303	35	-39	-38	-1	-600	-600	0	-122	-962	840	-110	-112	2	-6	-92	86	-239	-1.167	928
1120-København	894	505	389				-1		1							894	504	389				-2		-2	891	504	387
1124-SDK HUB	2.136	1.335	801	-379	-360	-19	-29	-18	-11					-25	25	1.728	932	796				1		1	1.729	932	797
1125-Århus	1.759	1.809	-50	-408	-400	-8	-92	-130	38				-347	-347	0	912	933	-20	-43	-43	0	-80	-184	104	790	706	84
1126-Studstrup	77	165	-88	-55	-45	-11	-19	-27	8	-78	-76	-2	-243	-243	-0	-318	-225	-93				0		0	-318	-225	-93
1127-SDK Stevedore A/S	299	150	149	-120	-129	9	-9	-45	36				-45	-39	-6	125	-64	189					-1	1	125	-64	189
1132-Rønne	696	128	569	-156	-154	-3	-117	-28	-89							423	-54	477							423	-54	477
1133-Faxe Ladeplads Havn	311	320	-9	-106	-74	-32	-2	-4	2				-25	-25	0	178	218	-39							178	218	-39
1134-Skærbæk	155	32	123	-30	-25	-5	-2	-7	5	-78	-76	-2	-205	-205	-0	-160	-281	121				0		0	-160	-281	121
1135-NaviMerchants	0		0				0		0							0		0							0		0
1136-Chartering.dk	2.777	1.286	1.491	-481	-535	54	-200	-112	-88				-131	-131	0	1.964	508	1.457	-205	-206	1	-82	-33	-49	1.677	268	1.409
1136-SDK Chartering A/S							-0		-0							-0		-0							-0		-0
1137-SDK Shipping A/S	-40	-200	160	-4.081	-4.172	92	-1.834	-1.750	-83	623	605	18	7.031	7.067	-36	1.700	1.549	151				0	245	-244	1.700	1.794	-94

PDFExcel

Data updated at 2022-09-08 12:02:13

MF Measure Description

SDKWelcome to SDK DivePort

HomeTime Range AnalysisShareEdit

North AnalysisMonth AnalysisDetailedTime Range AnalysisDetailedPrint & Load

Navigation: YTDLoading Date: 2022-07-27

Financial Statement Overview YTD (1,000)

Location	Gross Profit	EBITDA
Totals	69,545	40,753
1000-Peoples	0	0
1110-SDK Solutions Holding A/S	0	0
1111-SDK A/S	0	0
1112-Fredensborg	3,250	0
1115-Albertslund	1,567	0
1117-Asnæs	425	0
1118-Kalundborg	3,011	0
1119-Næstved	1,300	0
1120-Holstenhus	684	0
1124-25DK-Holstebro	3,136	0
1125-Silkeborg	1,789	0
1126-Østbjerg	37	0
1127-25DK-Storebølle A/S	390	0
1132-Rønne	686	0
1133-Pee Lady Lady Havn	311	0
1134-Skærbæk	155	0
1135-havMerchants	0	0
1166-Charterline DK	3,777	0
1136-25DK Charterline A/S	0	0
1137-25DK Shipping A/S	-40	0

EBITDA

EBITDA

Description:
Earnings before interest, tax, depreciation and amortization. Profit left to cover cost of interest, tax, depreciation, amortization and profits.

Beskrivelse:
Resultat før renter, skat, afskrivninger, amortisering og profit.

Expression:
Calculation: `measure("Gross Profit") + measure("Staff Costs") + measure("Other External Expenses") + measure("QHSE Allocation") + measure("Overheads")`

Filter

Measure: EBITDA (Composition)

EBITDA

Gross Profit

Other External Expenses

Overheads

QHSE Allocation

Staff Costs

Direct Costs

Revenue

Salaries of Salaried Employees

Social Spending

View measure description

1110-SDK Solutions Holding A/S

1111-SDK A/S

1112-Fredensborg

1115-Albertslund

1117-Asnæs

1118-Kalundborg

1119-Næstved

1120-Holstenhus

1124-25DK-Holstebro

1125-Silkeborg

1126-Østbjerg

1127-25DK-Storebølle A/S

1132-Rønne

1133-Pee Lady Lady Havn

1134-Skærbæk

1135-havMerchants

1166-Charterline DK

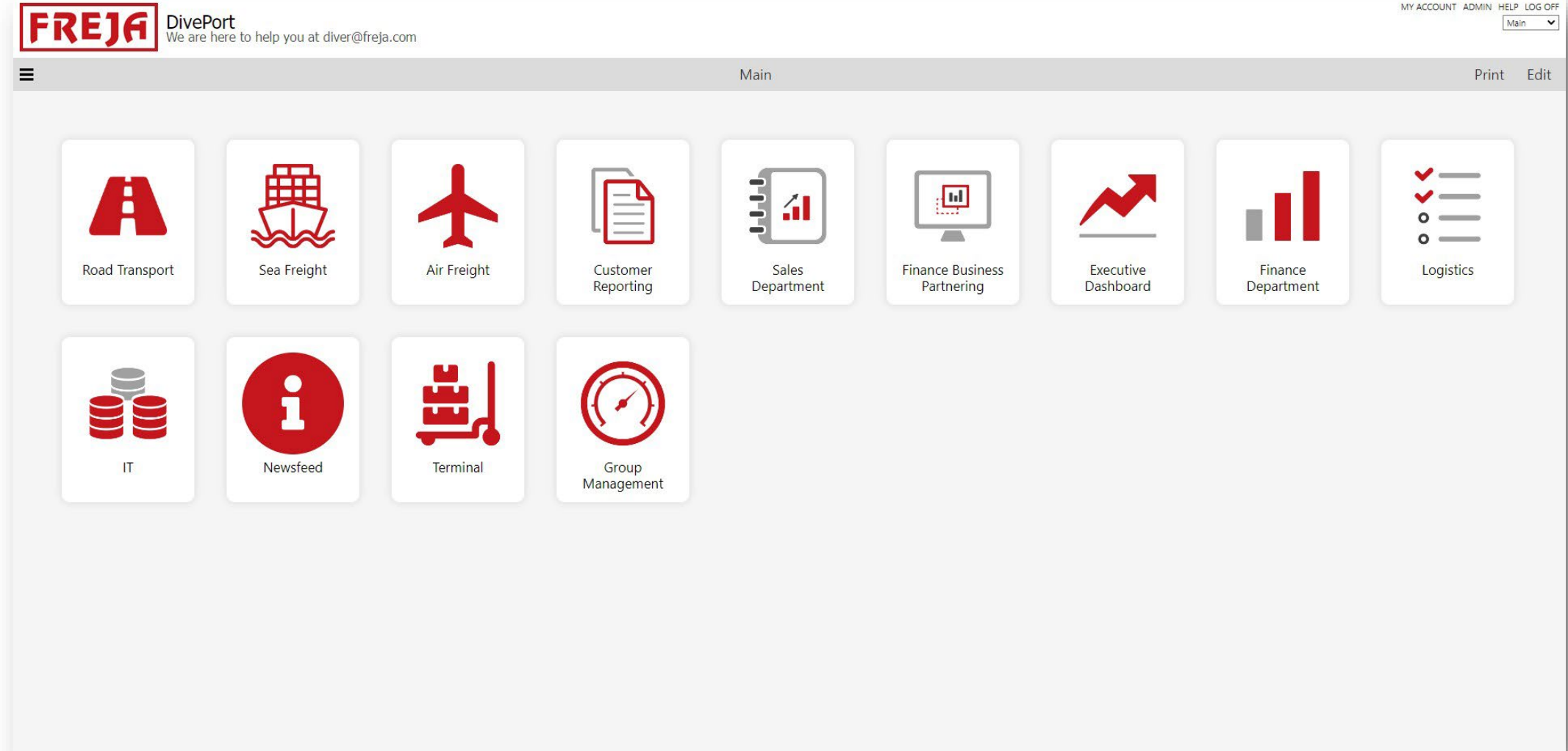
1136-25DK Charterline A/S

1137-25DK Shipping A/S

OK

Data updated at 2022-06-08 13:05:18

Easy navigation



Finance

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Liquidity
Management

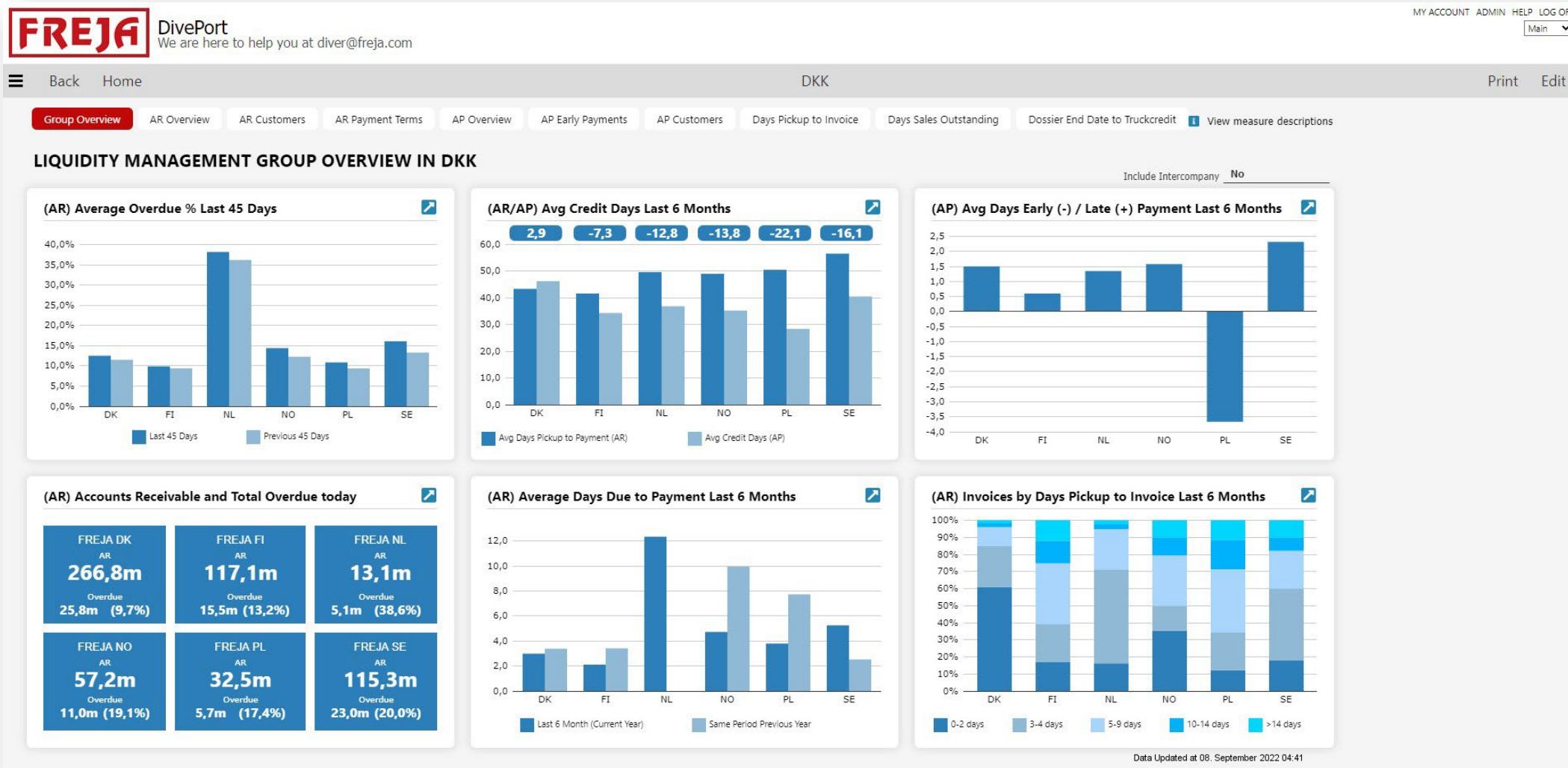

Card
Management


Financial
Reporting


Reconciliation

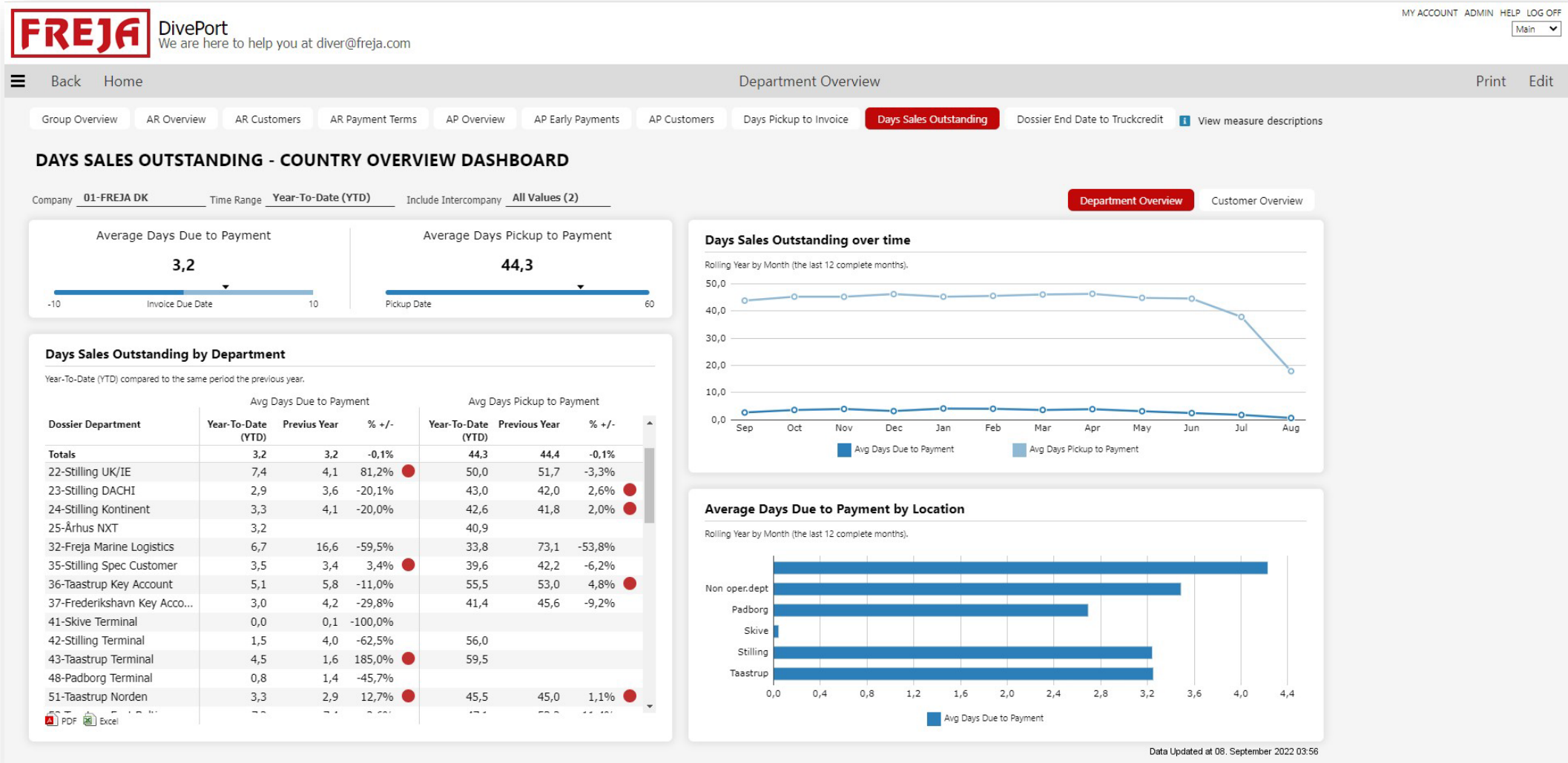

Claims

Finance – AR and AP Group Overview



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Finance – Days Sales Outstanding



Road Transport – Booking Follow-Up

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Main

Back Home Scan Delivery Print Edit

Scan Pickup Scan In Scan Out Scan Delivery

Dossier Department#
All Values (2)
72
73

Time Range
All Values (6)
-1
-2
-3
0
1
Other

Truck#
All Values (40)
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9032
AD65286
AFD71
AR30114
AV88720

Aht./Lev.
All Values (2)
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Lev.

Reset

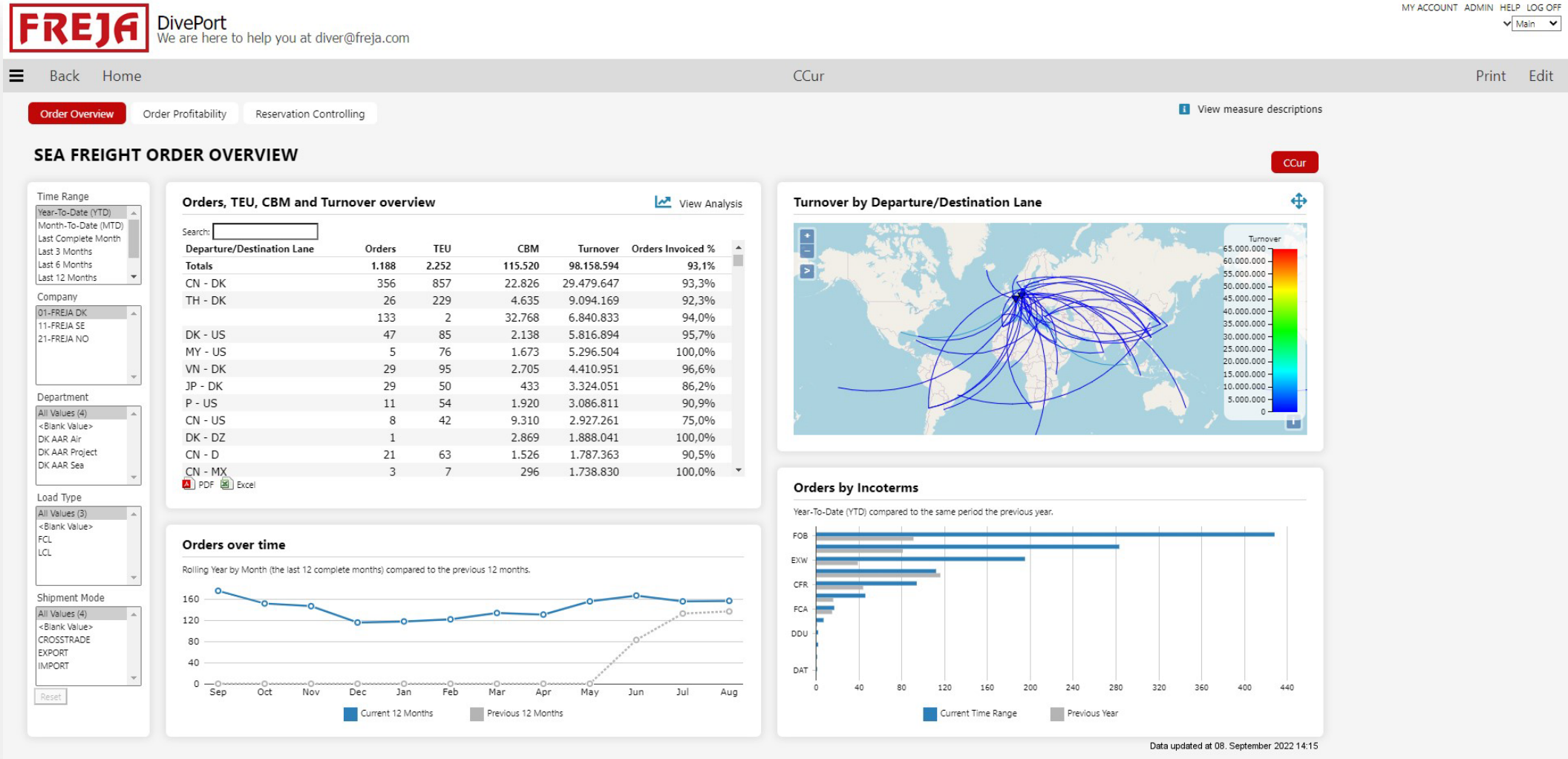
Missing Scan Delivery

Search:

BookingNo	Pickup Customer	Pickup Country-Zip-City	Delivery Customer	Delivery Country-Zip-City	Pickup Date	Delivery Date	Pickup Scan	Terminal Scan In	Terminal Scan Out	Scan Delivery	#Colli	Type	Gross Weight
7220118137	HCH GRUPPEN	DK-8600 SILKEBORG	FREJA ÅRHUS TERMIN...	DK-8660 SKANDERBORG	2022-09-08	2022-09-08	2022-09-08/13:54				2	PLL	725,0
7220118566	INTERVARE A/S	DK-2605 BRØNDBY	FREJA TÅSTRUP INDEN...	DK-2630 TAASTRUP	2022-09-08	2022-09-08	2022-09-08/13:21	2022-09-08/14:39			1	PLL	50,0
7229283485	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	J.A. BYGGELAND	DK-2760 MALOV	2022-09-05	2022-09-08		2022-09-07/09:10	2022-09-08/06:41		1	EUR	101,0
7229283486	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	J.A. BYGGELAND	DK-2760 MALOV	2022-09-05	2022-09-08		2022-09-07/09:10	2022-09-08/06:41		1	EUR	101,0
7229285109	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	REDOFFICE SUPPLY & L...	DK-6705 ESBJERG O	2022-09-05	2022-09-08		2022-09-07/09:12	2022-09-08/08:03		1	EUR	40,0
7229285690	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	MILEPARKEN OLUF BR...	DK-2740 SKOVLUNDE	2022-09-05	2022-09-08		2022-09-07/09:11	2022-09-08/06:41		1	EUR	70,0
7229285691	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	MILEPARKEN OLUF BR...	DK-2740 SKOVLUNDE	2022-09-05	2022-09-08		2022-09-07/09:11	2022-09-08/06:41		1	EUR	70,0
7229285786	CCL SCANDINAVIA A/S	DK-3500 VÆRLØSE	CRH CONCRETE	DK-4130 VIBY SJ	2022-09-08	2022-09-08					1	HPLL	150,0
7229285787	CRH CONCRETE	DK-4130 VIBY SJ	CCL SCANDINAVIA A/S	DK-3500 VÆRLØSE	2022-09-08	2022-09-08					1	HPLL	150,0
7229286974	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	AMAGER ISENKRAM APS	DK-2300 KOBENHAVN S	2022-09-05	2022-09-08		2022-09-07/08:51	2022-09-08/06:41		2	EUR	192,0
7229286975	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	AMAGER ISENKRAM APS	DK-2300 KOBENHAVN S	2022-09-05	2022-09-08		2022-09-07/08:51	2022-09-08/06:41		2	EUR	192,0
7229286977	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	HORSHOLM ISENKRAM	DK-2970 HORSHOLM	2022-09-05	2022-09-08		2022-09-07/08:48	2022-09-08/07:19		1	EUR	116,0
7229286978	FREJA TRANSPORT & L...	DK-8660 SKANDERBORG	HORSHOLM ISENKRAM	DK-2970 HORSHOLM	2022-09-05	2022-09-08		2022-09-07/08:48	2022-09-08/07:19		1	EUR	116,0
7229287189	FORUM COPENHAGEN	DK-1925 FREDERIKSBERG	JOFEBAR, S.A.	PT-4450-801 LEça DA PAL...	2022-09-08	2022-09-08					1	PLL	800,0
7229287342	TVILUM DISTRIBUTION...	DK-8882 FÅRVANG	BFT LOGISTIK A/S	DK-8660 SKANDERBORG	2022-09-07	2022-09-08		2022-09-07/20:31	2022-09-08/06:30		6	CLL	193,22
7229288057	CHR. HANSEN - LAGER	DK-2650 HVIDOVRE	Bornholms Andelsmejeri	DK-3782 Klemensker	2022-09-06	2022-09-08		2022-09-06/15:35			1	KRT	22,0
7229288524	SCANDI-ROC APS	DK-6700 ESBJERG	SUSANNE WIID	DK-3450 ALLERØD	2022-09-07	2022-09-08	2022-09-07/12:25	2022-09-07/16:02			1	HPLL	195,0
7229288525	SCANDI-ROC APS	DK-6700 ESBJERG	SUSANNE WIID	DK-3450 ALLERØD	2022-09-07	2022-09-08	2022-09-07/12:25	2022-09-07/16:02			1	HPLL	195,0
7229288528	SCANDI-ROC APS	DK-6700 ESBJERG	HUSCOMPAGNIET / BY...	DK-4000 ROSKILDE	2022-09-07	2022-09-08	2022-09-07/12:25	2022-09-07/16:00	2022-09-08/07:15		1	EUR	75,0
7229288529	SCANDI-ROC APS	DK-6700 ESBJERG	HUSCOMPAGNIET / BY...	DK-4000 ROSKILDE	2022-09-07	2022-09-08	2022-09-07/12:25	2022-09-07/16:00	2022-09-08/07:15		1	EUR	75,0
7229288570	TVILUM DISTRIBUTION...	DK-8882 FÅRVANG	MøBEL WERTHMÜLLER	CH-3714 FRUTIGEN	2022-09-08	2022-09-08	2022-09-08/10:37				2	PLL	355,02
7229288824	OTERRA A/S	DK-2650 HVIDOVRE	C.Z. ROUVEEN KAASSP...	NL-7954 GH ROUVEEN	2022-09-08	2022-09-08		2022-09-07/09:23	2022-09-08/13:11		1	HPLL	270,0
7229288825	OTERRA A/S	DK-2650 HVIDOVRE	FRIESLANDCAMPINA N...	NL-9873 PA GERKESKLOOS...	2022-09-08	2022-09-08		2022-09-07/09:24	2022-09-08/13:12		1	PLL	400,0
7229288826	OTERRA A/S	DK-2650 HVIDOVRE	FRIESLANDCAMPINA N...	NL-9363 HA MARUM	2022-09-08	2022-09-08		2022-09-07/09:28	2022-09-08/13:12		1	PLL	590,0
7229288827	OTERRA A/S	DK-2650 HVIDOVRE	FRIESLANDCAMPINA N...	NL-7221 DB STEENDEREN	2022-09-08	2022-09-08		2022-09-07/09:30	2022-09-08/13:12		1	HPLL	230,0
7229288830	OTERRA A/S	DK-2650 HVIDOVRE	ZEELANDIA H.J. DOELE...	NL-4301 RB ZIERIKZEE	2022-09-08	2022-09-08		2022-09-08/08:35	2022-09-08/13:13		3	HPLL	905,0

Excel

Sea Freight – Order Overview



Sea Freight – Order Overview

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Order OverviewOrder ProfitabilityReservation Controlling

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SEA FREIGHT ORDER PROFITABILITY

Time Range

Year-To-Date (YTD)
Month-To-Date (MTD)
Last Complete Month
Last 3 Months
Last 6 Months
Last 12 Months

Company

01-FREJA DK
11-FREJA SE
21-FREJA NO

Department

All Values (4)
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DK AAR Air
DK AAR Project
DK AAR Sea

Load Type

All Values (3)
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FCL
LCL

Shipment Mode

All Values (4)
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CROSSTRADE
EXPORT
IMPORT

Reset

Expected Turnover

Expected Cost

Expected Profitability

Expected Profitability %

Orders

TEU

CBM

103.336.003

95.288.309

8.047.694

7,8%

1.188

2.252

115.520

Year-To-Date (YTD) vs Previous Period
194,8%

Year-To-Date (YTD) vs Previous Period
205,0%

Year-To-Date (YTD) vs Previous Period
111,0%

Year-To-Date (YTD) vs Previous Period
-28,4%

Year-To-Date (YTD) vs Previous Period
194,8%

Year-To-Date (YTD) vs Previous Period
1.223,0%

Year-To-Date (YTD) vs Previous Period
61,7%

Profitability by Customers

Search:

Turnover

Cost

Realized

Expected

Specifications

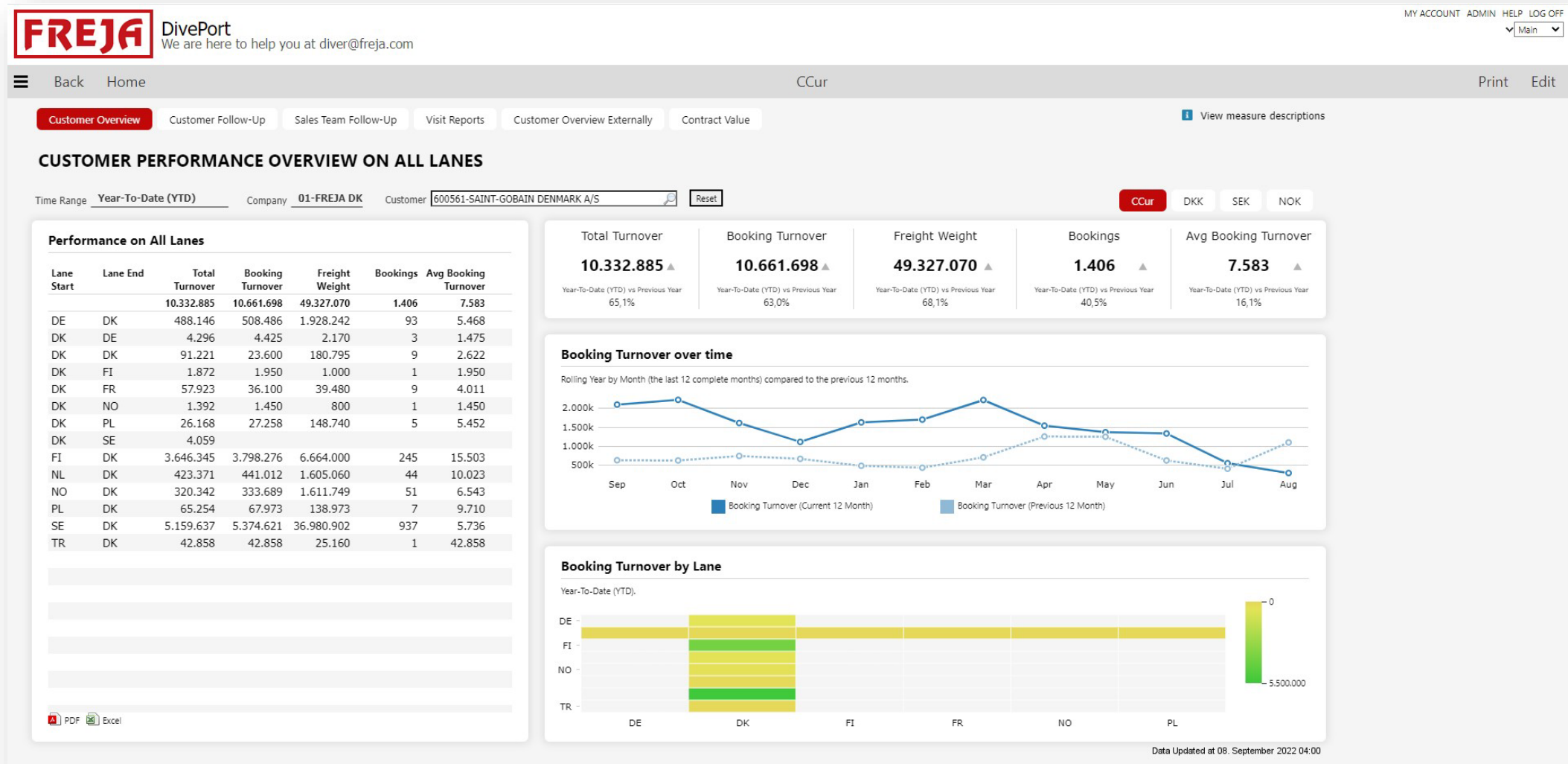
Customer	Turnover		Cost		Realized		Expected		Specifications		
	Actual	Reservation	Actual	Reservation	Profitability	%	Profitability	%	Orders	TEU	CBM
Totals	98.158.594	5.177.409	91.624.195	3.664.113	6.534.399	6,7%	8.047.694	7,8%	1.188	2.252	115.520
306311-OESTERGAARD A/S	13.182.892	832.794	11.183.795	1.877.209	1.999.097	15,2%	954.682	6,8%	62	210	14.475
280032-HÜBSCH A/S	12.610.551	7.425	11.966.492	405.132	644.059	5,1%	246.352	2,0%	83	267	8.504
101083-CEMBRIT A/S	8.900.654	1.439.382	8.636.537	0	264.117	3,0%	1.703.499	16,5%	17	224	4.480
555612-ALFA LAVAL COPENHAGEN A/S	7.466.288	553.202	7.960.666	215.263	-494.378	-6,6%	-156.439	-2,0%	28	108	2.439
1080194-BAETTR LEM A/S	5.796.183		5.353.021	20.895	443.162	7,6%	422.268	7,3%	5	20	865
216680-STAFast A/S	4.599.734	436.549	4.480.020	0	119.714	2,6%	556.264	11,0%	50	71	1.039
701606-VALMONT SM	3.342.906	0	3.049.247	57.938	293.659	8,8%	235.721	7,1%	32		19.536
651211-BAETTR LEM A/S	2.038.561		1.837.325	63.223	201.236	9,9%	138.013	6,8%	13	42	313
676841-STEELCON A/S	1.888.041		1.472.265	257.911	415.777	22,0%	157.865	8,4%	1		2.869
628264-FREJA TRANSPORT & LOGIST...	1.822.549		1.438.763	5.550	383.786	21,1%	378.236	20,8%	20	18	426
1070326-NORAD A/S	1.735.788	7.450	1.617.098	27.594	118.691	6,8%	98.547	5,7%	18	4	108
1087332-F.L.SMIDTH A/S	1.709.514		1.563.837	0	145.677	8,5%	145.677	8,5%	1		140
147403-Walker International LLC	1.656.234		1.574.197	9.420	82.038	5,0%	72.617	4,4%	29	35	396
1003099-F.L.SMIDTH A/S	1.558.422		1.382.707	0	175.715	11,3%	175.715	11,3%	32	42	1.779
162710-KGK A/S	1.379.007		1.345.735	2.750	33.272	2,4%	30.522	2,2%	20	26	737
627238-SJEC DANMARK APS	1.330.218		1.267.333	1.089	62.885	4,7%	61.796	4,6%	12	28	486
100327-EGE CARPETS A/S	1.299.092		1.228.763	0	70.329	5,4%	70.329	5,4%	12	20	1.640
701654-VALMONT SM	1.294.420		1.183.879	9.000	110.541	8,5%	101.541	7,8%	8		5.641
129092-SCANDI-ROC APS	1.253.711	98.400	1.218.292	0	35.419	2,8%	133.819	9,9%	13	23	336

ExcelPDF

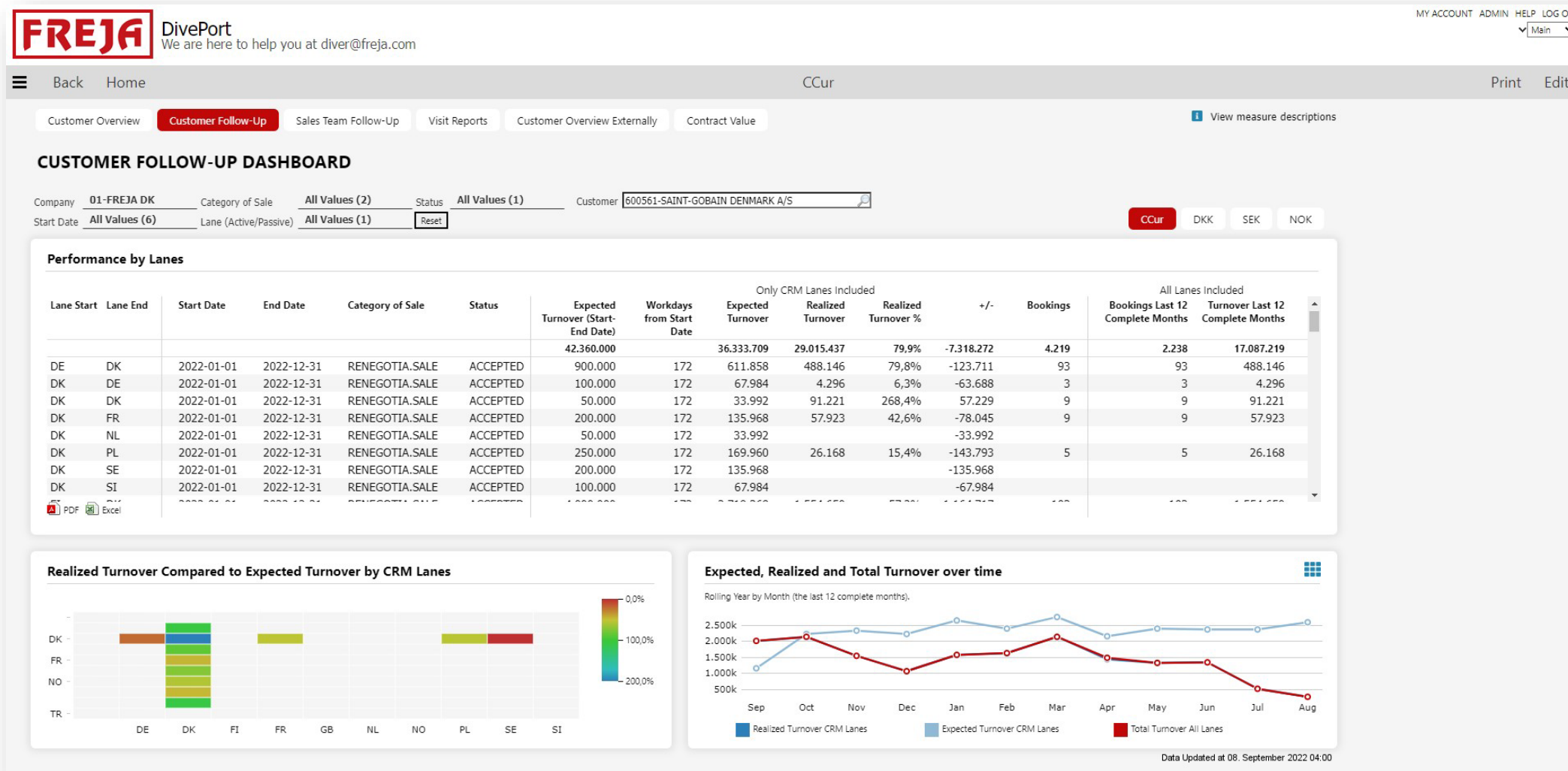
View Analysis

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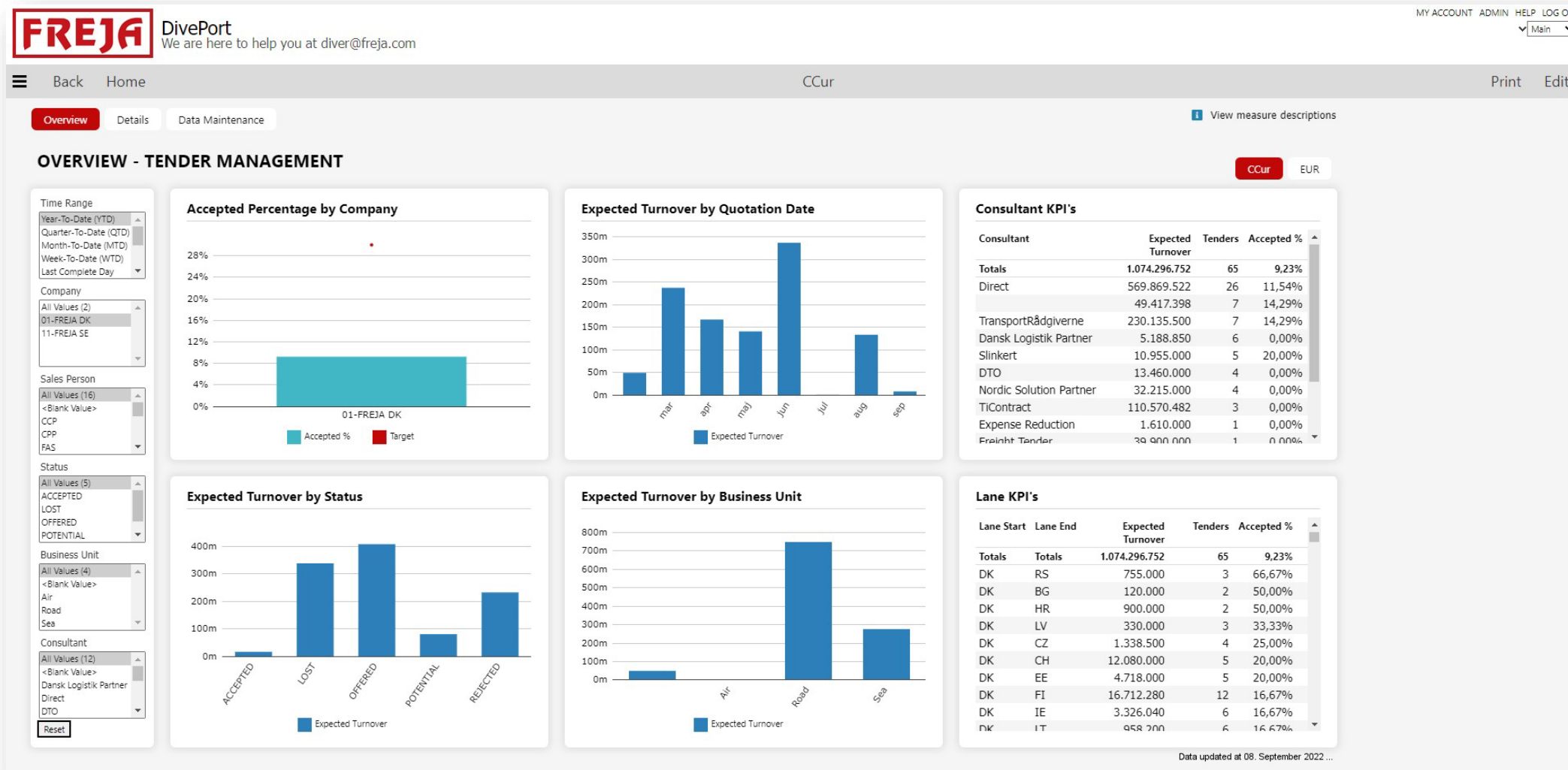
Sales Department – Customer Overview



Sales Department – Customer Follow-Up



Sales Department – Tender Management



Sales Department – Strategic Sales with DUNS

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Period Comparison Across FREJA Home Countries Across SDK FREJA Global Ultimate test View measure descriptions

TURNOVER BY GLOBAL ULTIMATE ACROSS FREJA HOME COUNTRIES

Turnover DKK Bookings Freight Weight

Time Range

Year-To-Date (YTD)
Month-To-Date (MTD)
Last Complete Month
Last 3 Months
Last 6 Months
Last 12 Months

Dossier Type (E/I)

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E
I
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Pickup Country

All Values (270)
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ADD
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Delivery Country

All Values (329)
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ABU
AD
AE

Lane

All Values (1911)
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-AE
-AL
-BD
-BR

Reset

Turnover by Global Ultimate across FREJA Home Countries

Search:

Global Ultimate Name	Total	FREJA DK	FREJA SE	FREJA NO	FREJA FI	FREJA PL	FREJA NL	Sales Persons
Totals	4.117.367.888	1.595.940.808	987.999.979	432.723.322	781.087.397	251.144.188	68.472.194	119
Leverandörselskabet Danish Crown A	47.062.405	47.062.405						1
Rockwool A/S	44.877.728	27.334.286	5.652.771	3.276.853		8.613.818		3
INTEROGO FOUNDATION	39.196.832					39.196.832		0
Arla Foods A.m.b.a	38.038.067	32.355.064	5.675.305			7.699		4
Hellmann Worldwide Logistics SE & Co...	33.778.653	7.371.013	23.473.801	2.901.086		32.753		3
Cemb ApS	28.368.308	7.633.461	11.625	20.723.222				2
Heartland A/S	24.152.479	13.347.223				10.805.256		2
Ludwig G. Braun GmbH u. Co. KG	22.960.175	20.356.254		2.603.921				1
Chr. Hansen Holding A/S	22.769.609	22.769.609						1
Coop A.m.b.a	20.698.329	20.698.329						1
Metsäliitto Osuuskunta	19.539.506	2.282.036			17.257.470			1
AURELIUS Equity Opportunities SE & ...	19.130.505	7.298.806		11.831.698				2
DS SMITH PLC	18.763.842	17.161.893	1.601.949					3
Ndi Holding A/S	18.740.215	2.015.035	13.171.958	3.553.222				3
Suomen Osuuskauppojen Keskuskunta	18.421.867				18.421.867			0
Villum Fonden	16.910.161	9.488.367	1.009.358			6.412.436		2
UPM-Kymmene Oyj	16.721.721	1.570.734			15.150.988			1
Gebrüder Weiss Holding AG	16.662.320	4.445.049	5.131.324	5.484.125	1.601.823			2
Valmet Automotive Oy	16.629.575				16.629.575			0
Ng Topco AS	16.577.013		16.577.013					1
Bundesrepublik Deutschland	16.339.763	1.009.833	12.927.119		1.293.730		1.109.080	3
FREJA Transport & Logistics Oy	16.099.314	13.695.738	334.414	393.452		746.802	928.908	2
Mainfreight Netherlands Coöperatief U...	15.003.262	8.000.757	2.211.385	4.791.119				1
Wanzl GmbH & Co. Holding KG	14.597.226	12.263.744	1.255.203		1.078.279			2
Joh Johansson Handel AS	14.575.644		9.477.831	5.097.812				1

Excel

Data Updated at 08. September 2022 03:56

Sales Department – Strategic Sales with DUNS

FREJA DivePort
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MY ACCOUNT ADMIN HELP LOG OFF
Main

Back Home Turnover DKK Print Edit

Period Comparison Across FREJA Home Countries Across SDK FREJA Global Ultimate test View measure descriptions

TURNOVER BY GLOBAL ULTIMATE ACROSS FREJA HOME COUNTRIES Turnover DKK Bookings Freight Weight

Time Range

Year-To-Date (YTD)
Month-To-Date (MTD)
Last Complete Month
Last 3 Months
Last 6 Months
Last 12 Months

Dossier Type (E/I)

All Values (4)
<Blank Value>
E
I
R

Pickup Country

All Values (270)
<Blank Value>
A
AD
ADD
AE

Delivery Country

All Values (329)
<Blank Value>
A
ABU
AD
AE

Lane

All Values (1911)
-
-AE
-AL
-BD
-BR

Reset

Turnover by Global Ultimate across FREJA Home Countries

Search:

[Rockwool A/S](#)

Customer	Total	FREJA DK	FREJA SE	FREJA NO	FREJA FI	FREJA PL	FREJA NL	Sales Persons
Totals	44.877.728	27.334.286	5.652.771	3.276.853		8.613.818		3
100379-ROCKWOOL DANMARK A/S	24.228.887	24.228.887						1
637756-ROCKWOOL POLSKA SP. Z O.O.	8.613.818					8.613.818		0
779591-PARAFON (ROCKWOOL AB)	5.652.771		5.652.771					1
835550-AS ROCKWOOL	3.276.853			3.276.853				1
1025742-ROCKWOOL NORGE	3.105.399	3.105.399						0

Excel

Data Updated at 08. September 2022 03:56

QES – Emission (CO2)

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Back Home Department Print Edit

Booking Emission Dossier Emission View measure descriptions

BOOKING EMISSION

Customer All Values (120661)
 Department Lane

Time Range
 Year-To-Date (YTD)
 Month-To-Date (MTD)
 Last Complete Month
 Last 3 Months
 Last 6 Months
 Last 12 Months

Company
 All Values (6)
 01-FREJA DK
 11-FREJA SE
 21-FREJA NO

Reporting Unit
 All Values (11)
 <Blank Value>
 DK East
 DK Global project

Dossier Department
 All Values (54)
 <Blank Value>
 00
 11-Dummi

Reporting Traffic
 All Values (29)
 <Blank Value>
 All countries
 Austria

Dossier Code
 All Values (21)
 1-Groupage
 2-Partloads
 3-Fcl loads
 Reset

Bookings
51.910

Bookings with KM
50.189

Bookings with KM %
96,7%

Booking Emission

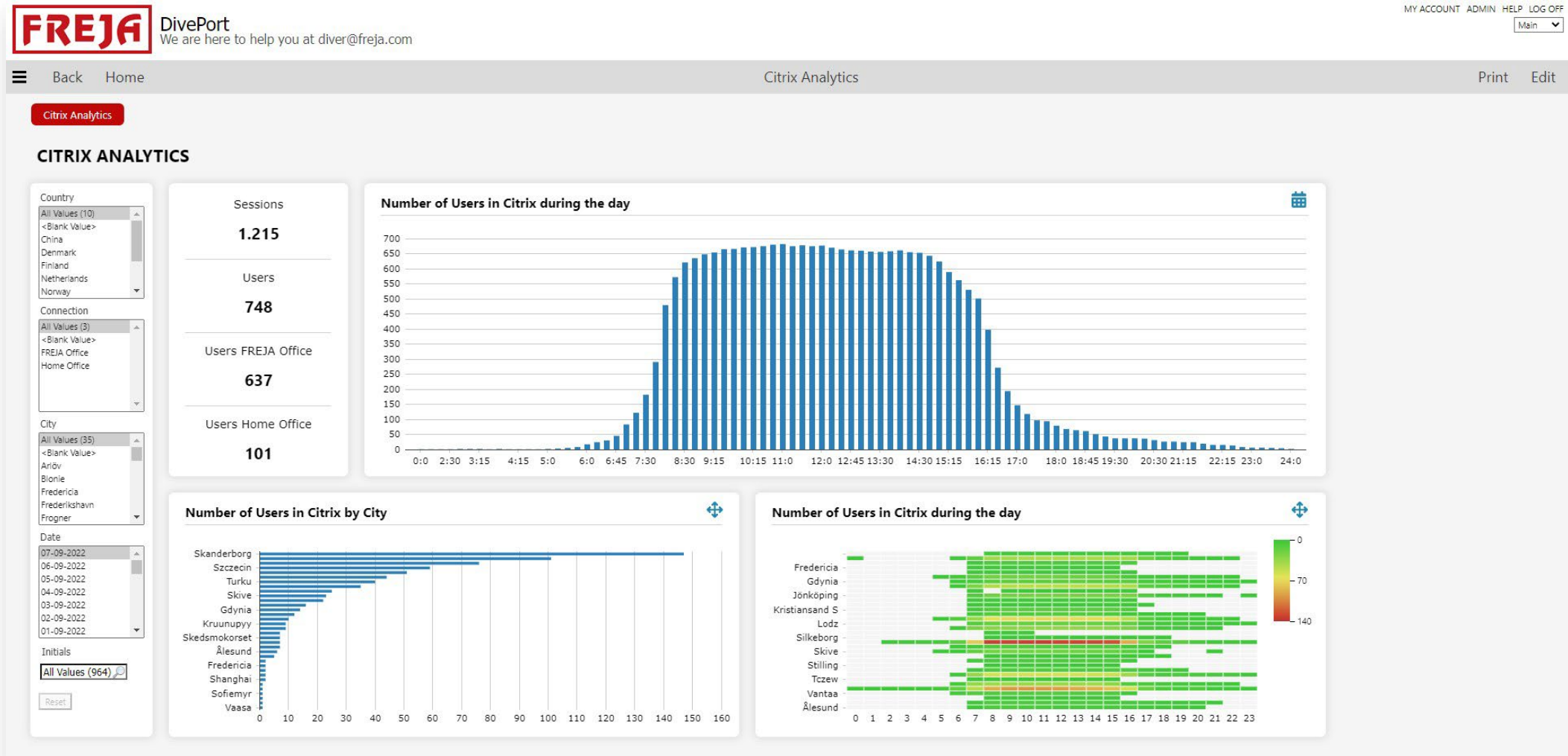
 Search:

Dossier Department	CO2e Kg (GT)	CO2e Kg (GW)	Energy KJ (ET)	Energy KJ (EW)	KM Freight Weight Ton	Ton KM
Totals	7.486.480	9.509.037	107.769.083	134.334.010	33.971.203	362.768
21-Stilling Norden	857.491	1.089.151	12.343.715	15.386.423	3.171.566	53.430
22-Stilling UK/IE	153.092	194.451	2.203.778	2.747.006	1.092.914	3.748
23-Stilling DACHI	688.696	874.755	9.913.889	12.357.649	3.863.560	30.944
24-Stilling Kontinent	824.353	1.047.061	11.866.695	14.791.819	2.879.133	31.692
25-Århus NXT	487.536	619.249	7.018.158	8.748.125	695.779	30.775
35-Stilling Spec Customer	25.490	32.377	366.935	457.385	161.794	1.338
36-Taastруп Key Account	272.284	345.845	3.919.573	4.885.742	1.244.440	14.401
37-Frederikshavn Key Account	66.476	84.435	956.934	1.192.817	153.178	3.732
51-Taastруп Norden	527.924	670.549	7.599.556	9.472.835	1.947.963	34.385
52-Taastруп East Baltic	142.023	180.393	2.044.449	2.548.403	457.832	2.386
53-Taastруп Kontinent	543.990	690.955	7.830.822	9.761.109	5.989.132	21.150
54-Taastруп East europa	473.770	601.765	6.820.002	8.501.123	941.990	16.871
56-Taastруп SDK Finland	111.510	141.636	1.605.205	2.000.886	306.345	6.663
62-Stilling Logistik	23.364	29.676	336.328	419.233	119.408	1.668
63-Taastруп Logistik	29.325	37.248	422.139	526.196	1.941.225	3.019
71-Part/Full load Indenrigs	108.334	137.602	1.559.484	1.943.894	182.237	14.389
72-Stilling Indenrigs	34	43	482	601	709	14
73-Taastруп Indenrigs	14	18	208	260	214	49

PDF Excel

Data Updated at 08. September 2022 04:41

IT – Citrix Analytics



[illegible]

Applications – Driver Instruction

Driver Instruction Trip 22E24095001

 Oversæt meddelelsen til Dansk | Oversæt aldrig fra Engelsk



Diver

Til: Alexander Skaarup Kristensen



Tor 08-09-2022 14:57

Load: DK-7000 FREDERICIA
Unload: LU - 1531 LUXEMBOURG

Loading: 2022/09/01 -

CARLSBERG SUPPLY COMPANY DANMARK
YDRE RINGVEJ 95
DK-7000 FREDERICIA
Pickup Mark and No: 7554813
Pickup Comment: NEUTRAL CMR

Cargo: 28 EUR / 24700.00 KG / 13.600 L
Content: SOFT DRINKS
Loading ref: 7554813
Destination: LU - 1531 LUXEMBOURG

Cargo: 0 / 0 KG / 0
Content:
Loading ref: 7554813
Destination: LU - 1531 LUXEMBOURG

Delivery: 2022/09/02 -

FRESHY SARL
21 RUE DE LA FONDERIE
LU - 1531 LUXEMBOURG
Delivery Mark and No: 7554813
Delivery Comment:

Conclusion

- BI & Automation is critical if you want to run a big business
- It is important to have a strategy and commitment from top management
- A scalable and effective solution is critical
- Our use and thoughts about data is centralized around Diver and Measure Factory
- MF questions what is right and wrong and we have clear definitions of our measures – and they are the same wherever you see them. One source of truth.

**If you are doing business intelligence,
you should be doing more of it.**