



Link.

**Automate your
information flow**

**Externally with your trading partners
Internally between departments and systems**

Skip the manual processes and increase the productivity of your business

Imagine a reality where your company exchanges all business critical information in an entirely automated process. Both externally with your customers, suppliers and other trading partners, and internally between your company's different departments and systems.

A reality where orders come in directly from customers or through your webshop and are stored correctly in your ERP system. Where messages are sent to the warehouse, delivery notes are created as soon as the goods are picked, the delivery service is notified of the pickup- and delivery address, the invoices are automatically sent to the customer and the payment is recorded correctly. And when you update information about your customers or products in one place, the changes are implemented in all relevant systems, ensuring accurate data across the entire business. All without you or your colleagues having to lift a finger.

Now imagine what you could do with all the hours saved on not having to create, update, verify and correct information, or on scanning documents and being on the phone. Surely something, that creates much more value for your business.

What business critical transactions do you have?

The above are just a few examples of what business-critical information a company exchanges externally and internally.

In your business, there may be even more transactions. And maybe completely different from those mentioned above.

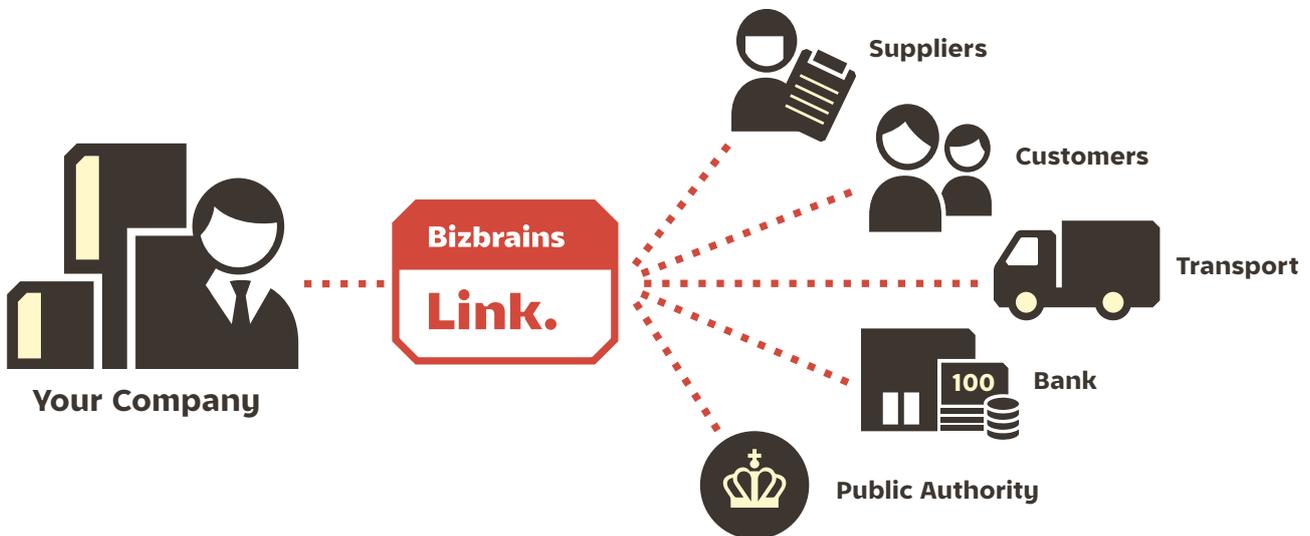
Welcome to the reality of Link

Bizbrains Link is an integration platform that allows you to exchange:

- All kinds of information.
- In all the formats you and your recipients want.
- Via all possible exchange methods.

Automate your information flow

Link is a platform enabling automatic exchange of orders, invoices, customer information, product information - and all other business critical data. You can exchange information both internally and externally.



External information flows

Link connects you with your trading partners by "translating" between your respective file formats so that you understand each other, and by providing the information in the way you prefer. You might know these processes as EDI (Electronic Data Interchange), whereas others prefer the term digital trade.

Send information in any format. Link can translate to and from any file format. EDIFACT, XML, OIOUBL, Peppol, CSV, Text and Excel... just to mention a few examples. Whatever format you or your trading partners use - Link will translate it.

Use any transfer method. For example Peppol, NemHandel, Secure FTP, HTTPS, VANS, AS2, AS4, E-mail or Dropbox. Link ensures that your recipient receives the document via exactly the method he prefers.

Internal information flows

Link can also ensure that your internal systems automatically exchange data with each other across the entire company. Updates in one system are immediately transferred to all other relevant systems, ensuring information consistency regardless of the system in which you work. Link is therefore also the ideal tool for you who want secure and efficient information sharing internally in your company.

In other words, Link is a platform that has two primary tasks:

- Moving information from A to B, whether A and B are two different companies, or if they are two different systems in the same company.
- Translating the information so that A and B understand each other.

But what value does your business get from all this automation? And in which contexts will it improve, not only your processes, but your bottom line? Find the answers on the next pages.

How can you benefit from digital integration?

You can use Link in all contexts where you would like to move electronic information from A to B. Here are some selected examples:

Supply Chain

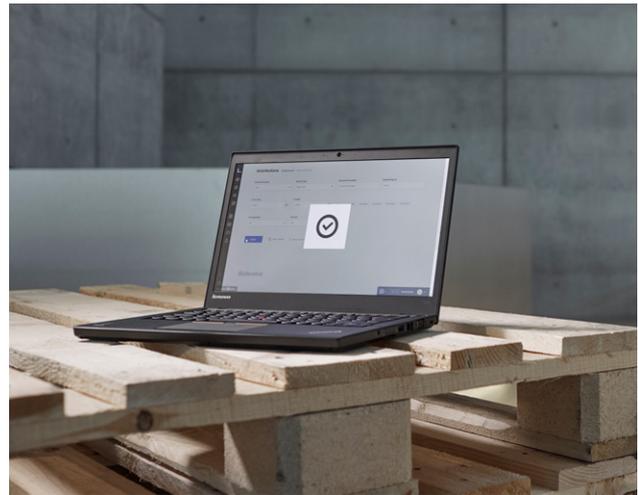
Keep track of your supplier relationships and increase your sales.

With Link, you can easily manage your supplier relationships. You automatically exchange orders, order confirmations, shipping confirmations, delivery notes, forecasts, or whatever information you need to share with each other. In doing so, you always know exactly what your suppliers are sending, when it is delivered, and if there is someone you need to follow up with. Entirely without time-consuming phone calls, mail correspondences, manual entries, and the associated risk of human error. This means that you can produce and deliver goods to your customers more quickly. You increase customer satisfaction and are ready to accept orders from even more customers.

PIM integration

Save time and ensure that your products are presented correctly.

Perhaps you have hundreds of vendors who send you product information in Excel and as image files? Then you undoubtedly spend a lot of time typing information and transferring pictures to your PIM system. With Link, the information from your suppliers automatically enters the PIM system. That way you avoid manual errors and you can be certain that your products are always presented correctly.



CRM integration

Track customer data across the entire organization.

If your company is like most, your customer records are spread out over a number of different systems: In your CRM system, in Excel sheets, in order management systems, financial systems - just to name a few. Perhaps your company even has different email addresses and mailing addresses for the same customer.

With Link, you only have to update your customer information in one place. It is then pushed out to all relevant systems, thereby avoiding resource-consuming and costly errors. This practice ensures that your organization always has access to accurate data about your customers and you can be sure that campaigns, goods, invoices and all other transactions end up where intended.



ERP integration

Become agile and more competitive.

If you are struggling with an ERP system that has either become skewed by a lot of custom-designed features or integrated with your other IT solutions in a haphazard manner with limited transparency and structure, you should definitely consider using Link.

Link allows for a 'loose' coupling between your ERP system and other IT systems. This means that you can easily replace or update one system without having to worry about how it affects the others.

You can thus respond much faster to changing market demands. And you can do so in a much more professional and competitive manner because you gain the advantage of having specialized solutions to handle the individual tasks.

Warehouse integration

Automate the information exchange between business and warehouse.

Many companies choose to outsource their warehouses in order to focus on their core business. When using Link as an integration platform against the warehouse, you do not need to email, call and otherwise communicate with the warehouse about shipments, returns, deficient products, etc. All information exchange between your business and the warehouse is done automatically, so you can concentrate on developing your business and servicing your customers.

"We handle a lot of transactions every day, and it is important that we don't have 300 employees standing still at our warehouses because they are missing the information they need. With Link, we have a stable and reliable solution. It automates our data flow and ensures that all of our employees constantly know where to find goods and where to put them."

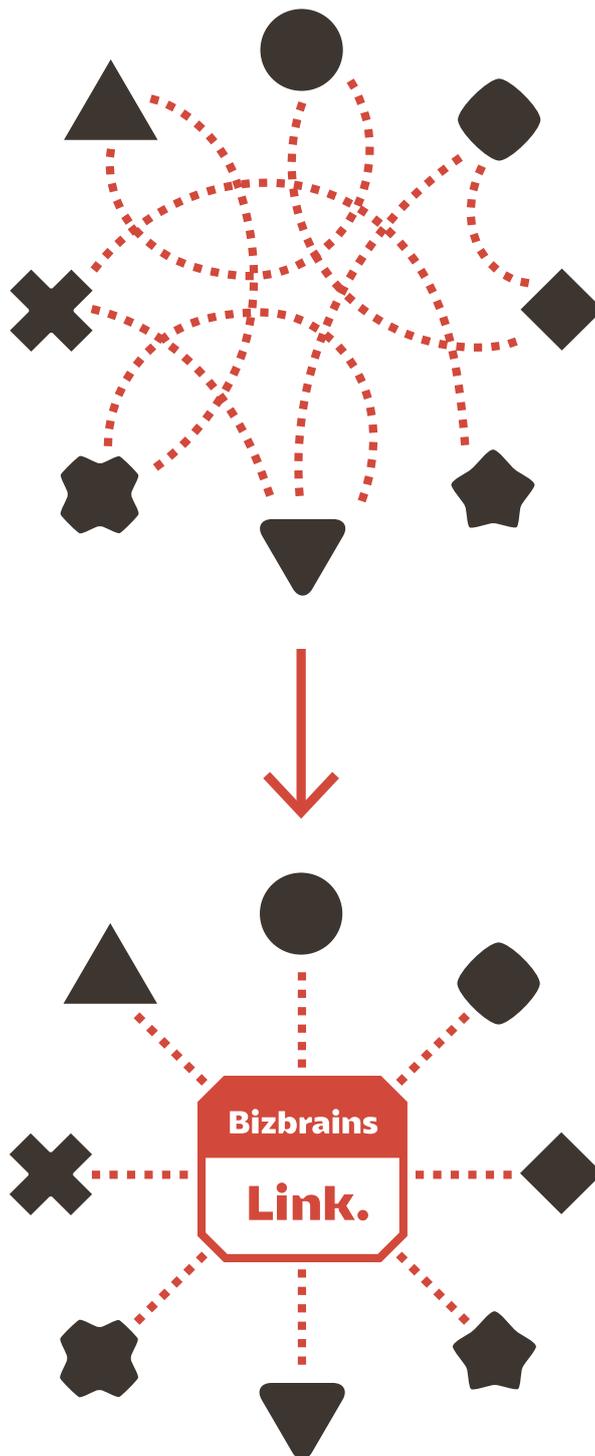
*Morten Høiland,
Logistics Director at Prime Cargo*

Maybe you have other integration needs?

You can use Link to exchange information between any systems you want. Across departments, across businesses and across countries. Fully automated.

Integration accomplished.

What value does Link provide for your business?





When you automate and systematise your data exchange, you get a simpler workday and a stronger bottom line. Additionally, you can monitor the security of your data to meet the growing data management requirements, today, tomorrow and in the future. Get an insight into the value you get with Link.

Save time on data management and create value for your business

The time that Link will save you on calling, faxing and emailing with customers and suppliers, can instead be applied to tasks that create lasting value for your business. You save man hours and can focus on boosting your revenue.

Freeing resources in IT, and making your employees more self-reliant

Due to Link's simple interface and intuitive functionality its users rarely need to involve the IT department. Track the order that has gotten lost, create new trading partners, and let IT focus on far more complex tasks. Link makes everyone's workday easier, and sends you on your way to more value-creating tasks.

Adapt quickly to changes in the market

Using Link as your integration platform creates and manages loose connections between all your IT solutions. This means that you can easily replace or update the various solutions and quickly adapt to changes in the market. In other words, you become more competitive, now and in the future.

Small or large company? With Link your scalability has no boundaries

Who knows your company's needs in five years? We do not, but we can guarantee that your Link solution will be up for the task, no matter how fast you grow.

Link allows you to handle transactions with very few partners, or you can exchange hundreds of thousands of documents each day with thousands of customers and suppliers. If you have a small business, you will probably choose our cloud solution, where you only have to focus on how many users you want to create. Many larger companies prefer to install Link on their own servers. The choice is yours.

Get superior security and documentation in your data management

Once you have implemented Link, you no longer need to worry about whether you meet all the growing data handling requirements, including handling of personal data. Link as a platform for information exchange lets you log, check and control what information you exchange with which systems and who has access to it. You can create as many users as you want and give them very specific rights and limitations. This ensures that your data is always handled safely and correctly.

Get consistency across cloud and on-premise

Do you have a pure cloud strategy or are all your IT solutions installed on the company's own servers? Or do you prefer a hybrid?

Link connects all your solutions, wherever they are located. It gives you a unique structure across platforms.

Integration accomplished.

About Bizbrains

If your business has too many manual tasks and your IT department is too busy keeping your many IT solutions running, you are ready to take advantage of all the benefits of digital integration. At Bizbrains, we help your business with full-service internal and external IT integration projects. We have developed Link for you who would like to:

- Strengthen cooperation with customers and suppliers
- Increase business productivity
- Make your company more agile and competitive.

We have more than 400 active customers in many different industries, including retail, banking, logistics, transportation, production, insurance and energy. And we are absolutely sure that we can help you as well.

We are 50+ employees serving our customers from three offices in Denmark.

Read more about us and see how to get started with Link; visit:

www.bizbrains.com

Contact

Email: info@bizbrains.dk

T: +45 70 70 16 44

Vejle

Havneparken 1
DK-7100 Vejle

Aarhus

Vestergade 58 U
DK-8000 Aarhus C

Copenhagen

Høje Taastrup Boulevard 23
DK-2630 Taastrup

Bizbrains

Integration accomplished.