

*During the autumn of 2004 we joined the project called Putting IC (Intellectual Capital) into action, a project consisting of IT companies from all of the Nordic countries. This project is aiming to give an outline and indicators for measuring one of the main assets of a company, the intellectual capital.*

This report will give an insight into where Aptic AB is today, where we want it to go in the future, and which tools we are going to use to reach that goal. To get a picture of where we have been in the past, a small historical overview will be presented here firstly and after that, we get to where we are heading.



## *Where we have been... and where we are going*

2000

In the year of 2000 we started as a consult business in the company **Mandarin Holding**, the company that later would become the mother company for **Aptic AB**. The business offered services foremost regarding system development for debt collection systems. A year later, **Mandarin Intellectual Technology AB** is started

2003

During 2003 the development starts on a new debt collection system, which is named **Aptic Collect**. The system is based on new technology, is more flexible and developable than the old system, and will be usable far into this century.

2004

In march 2004 the first **Aptic Collect** system is installed in a company, and during the following year twelve

- the company that later will become **Aptic AB** - which focus mainly on developing new systems and support systems for already existing debt collection systems.

more systems are installed in different companies. The main part of the installations are made in Sweden, but there is also a version up and running in Denmark, Norway and Holland.

TODAY

Today the focus will be put a bit more on the development of a new leading system for managing receivable ledgers, both own invoices or a clients invoices. With this new product, **Aptic Edge**, Aptic provides a full spectrum of software for managing receivable ledgers.



## • Aptic's Visions And Goals

*Aptic strives to be able to offer the most optimal solution for each customer, small or big - that is our vision. Our goal is to become one of the leading suppliers of system solutions that manage receivable ledgers in Europe.*

In order to reach this goal, the following values serves as our guidelines:

### CUSTOMER

- No customer = no business
- We always put the customer in the centre
- We are aware of the customers and the markets needs/demands/wishes etc

### SERVICE

- We are sharp and alert
- We are aware
- We are innovative

### DELIVERY

- We deliver according to agreements and deliver punctual!
- We always deliver at least the requested quality

### CLEVERNESS

- We create smart solutions
- We are obstinate and perseverance - we know what we want and we are eager to become the best!
- We are fast and competent

## • Company Structure



### EMPLOYEES

The key resources in our business are our employees, whose work is based on our values. The company consists of fourteen employees with main competencies in system development, economy and marketing. The average age in the company is 33, the young-

est person is 25 years old, the oldest is 46. Half of the employees have children. The level of education is high; eleven of the fourteen employees have studied on university or equal. The company has a majority of men; of the fourteen employees, only three individuals are women.

### RECRUITING

To recruit new people to the organisation, the company mainly advertises on its own webpage and the Swedish authority's employment agency. Each application is read through and those that are still interesting after that are contacted and scheduled for a meeting with the Managing director for the company, and sometimes also with the Software developing manager. Personal contacts to the employees are also investigated to see if there are any of

them who might apply to a specific job description.

### MANAGEMENT

The board of directors consists of representatives both from the organisation and the shareholders. Aptic AB's organisation is flat, where the Software developing manager and the Managing director takes the biggest operative responsibility; other responsibilities have been distributed to some employees based on interest and knowledge. In the software developing projects, and when the software introducing project at the customers organisations are taking place, there are two project leaders at Aptic that helps the Software developing manager to plan and keep contacts with the customers.

## • Company Structure

### LOCATION

Aptic AB is placed in Skövde, Sweden, and all employees are stationed at the same place. This ensures that it is easy to get in touch with the right person in the organisation.



### TEAMWORK

The employees are very keen of providing help to each other when asked. The employees also consider themselves to be able to answer most questions from their colleagues when assistance might be needed. When the employees need information, they first turn to their colleagues before they search elsewhere. About forty minutes per day is used for knowledge search in some way.

### IDEAS

In the development work, each employee is participating with their new ideas to make a product better, both regarding new functionality and appearance. Aptic AB's organisation is good at treating new ideas rather quickly. The employees also consider the company to have an open attitude for new ideas, and encourage the employees to express these ideas.

### CUSTOMERS

Aptic AB's customers are both big and small companies, each working in different ways, and therefore has different demands on how the products will work to best suit them. This implies that Aptic AB must meet different types of demands. To be able to do so Aptic needs to be informed foremost about what is currently happening in the debt collection world, and also the receivable ledger business. The customers are always put in the centre, and recurring contacts with the customer, both via personal meetings and via phone or e-mail, is taken

place. This is to give a good insight into what future changes may occur and also to be able to be one step ahead. If the customer has a problem with a program, then (s)he can turn to the support organisation, by phone, e-mail or support website. The customer is always provided with some sort of answer, e.g. what to do, or if that is a feature that's not currently in the product.

*“Each new idea is considered, from both customers and employees”*

Some of the indicators used and their results:

**How are new ideas met?**

No one listens    •    • •    • •    ••• Get respons directly

**Is the company encouraging and open to innovation?**

Never    •    • •    • •    ••• • Always

**% of employees who believe the customers always can count on them to solve problems in a fair and satisfying way**

Never    •    ••••• Always

**No of employees with children**

7

**No of employees**

14

**Average age/no employees**

33

**No of female/no of male**

3/11