

*It has been two years since we joined the project project called Putting IC (Intellectual Capital) into Practice, a project consisting of IT companies from all of the Nordic countries. What has happened in Aptic AB since last year when we did the research?*

This report will give an insight into what has happened in Aptic AB since the last PIP-report last year. A small historical overview will be presented here firstly and after that, we get to where we are standing.



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

### 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

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

### 2003 - 2004

During 2003 the development starts on a new debt collection system, 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. In March 2004 the first Aptic Collect system is installed in a company and during the following year twelve more systems are installed in different companies.

### 2005

A new system for managing receivable ledgers named **Aptic Edge** is being developed and some companies in Sweden starts to use it.

### TODAY

In February 2006 The Swedish Social Insurance Agency chose our system Aptic Collect, which means a lot to us as a small company. Now we focusing on our system Aptic ARC - the complete business system for ledger, factoring and debt collection. The system handles demands all the way from factoring to full payment.

## • 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. We have reached our goal that was to become one of the leading suppliers of system solutions that manage receivable ledgers in Europe.*

In order to become even better, 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 nineteen employees with main competencies in system development, economy and marketing. The average age in the company is 35, the youngest

person is 24 years old and the oldest is 46. The level of education is high; the majority of the nineteen employees have studied on university or equal. The company has a majority of men; of the nineteen employees, only five individuals are women.

### RECRUITING

To recruit new people to the organization, 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 organization and the shareholders. Aptic AB's organization is flat, where the Software developing manager, the Head of projectmanagement 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 organizations are taking place, the Project leaders has the biggest responsibility but gets help from the operative managers 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. Even though Aptic has increased the personell the last year the employees think it is easy to get



in touch with the right person in the organization. If the person is not at the office it is easy to contact them via email or via phone.

### TEAMWORK

The teamwork at Aptic is good. Since the last PIP-report more of the employees feel that they can help each other and answer the colleagues' questions. When the employees need information, they first turn to their colleagues before they search else-

where. About one and a half hour 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. During the last year Aptic has become better to listen to and treat new ideas from the employees 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

Thanks to The Social Insurance Agency who is one of our customers, we can show that both larger and smaller companies can use our system. According to the employees our customers can be assured of that we will help them with their questions as soon as we can and that they have the answers in a reasonable time. That we can assure our customers this, means that they perhaps say a good word about us to other companies and they in their

part maybe become a customer to us. As a part of helping our customers with their questions, Aptic's support organization has increased with a first line supporter whose job is to take all support cases the customers have and together with the developers solve the problems and answer the customers in a reasonable time.

*“An open attitude for new ideas”*

Some of the indicators used and their results:

**How are new ideas met?**

No one listens      . . . . . Get respons directly

**Simplicity to reach the right person in the organization?**

Difficult      . . . . . Easy

**Do you ask for assistance from your colleagues to solve your problems?**

Never      . . . . . Always

**No of employees with children**

12

**No of employees**

19

**Average age/no employees**

35

**No of female/no of male**

5/14