

BusinessMap® Testimonial

Jetpak Group is a Nordic company specialising in door-to-door express deliveries, primarily within 12 hours throughout the Nordic region. Jetpak commands a fine meshed Nordic point-to-point network comprising more than 140 locations, franchise based ground transportation with access to 700 vehicles and an extensive air route network of more than 2,500 daily flight departures. The Group employs 242 employees, included franchises and agents the number is closer to 1500. The company has annual revenue of + 900 million SEK (2008) and is owned by Accent Equity and Polaris Private Equity.



www.jetpak.com

Jetpak Group AB



Helene Wibom, Group CFO

Within 4 years our turnover increased with 230% and EBITDA with 250%

Early in 2004, the new management team at Jetpak Group selected the following focus areas:

- 10% cost reduction
- Increase the effectiveness of Sales and Operations
- In 2006, the new management team appointed for Jetpak Sweden
- By integrating BusinessMap® in 2007 a new digital Business Cockpit was successfully established

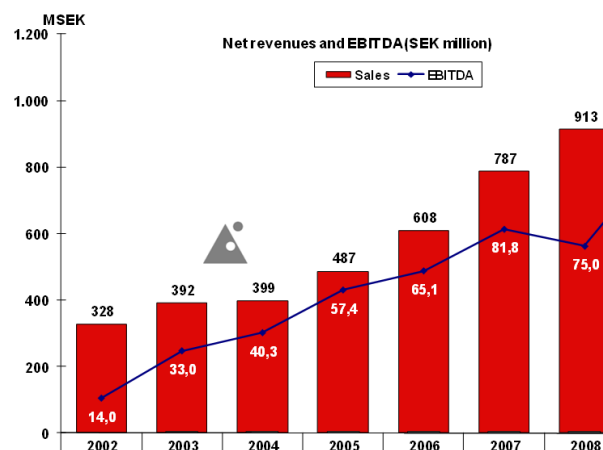
Helene Wibom, Group CFO:

"With BusinessMap we have established a united and joint structure for the whole Jetpak Group, which enables us to focus on relevant and "value creating" activities.

- Automatic and integrated reports
- Securely stored validated data
- Daily 'Early Warning' reports
- An engaging system with "follow-up" procedures
- BusinessMap has eliminated more than 400 Crystal Reports significantly reducing annual costs

With the new digital platform driven by BusinessMap we can easily overview and monitor new initiatives. "

"The partnership with BUSINESSWARE has exceeded expectation. It was reassuring working with a partner who understands our business and the market in which we operate".



Jetpak's yield

- A Digital Business Cockpit
- Significant profit increase
- Change of culture, increased focus on sales, value and daily performance.
- Automated "role based" standard reports
- Validated "value based" decision platform
- BI: Budget, Forecast, "Rolling 12 months" etc.

BUSINESSWAREs involvement

- Turned Jetpak focus to growth and profitability
- Established a 'performance' orientated culture
- Significantly reduced costs
- Managed to secure an increase in sales for Jetpak Express
- Linked strategy to daily performance
- Integration of: JENA, Agresso, MS Office, MS SQL, ORACLE and Cognos



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