SEDNA

HOW NORDEN SPEEDS UP AND SIMPLIFIES FINANCE MANAGEMENT WORKFLOWS WITH SEDNA

COMPANY
Dampskibsselskabet Norden A/S.
A Danish shipping company operating in the dry cargo and tanker segment worldwide.

TEAM SIZE
+450

USE CASE
Finance Management in Operations

WHY SEDNA
"It's all about fewer clicks. You want to be able to have everything right where you are."
Jacob Koch Blicher, NORDEN Operations Lead

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Introduction

With over 300 vessels and eleven offices across six continents, Danish shipping leader NORDEN A/S has a lot of (literal and figurative) moving parts to keep track of. The domino effect of global trade—some buried details or a missed payment can trigger a string of delays and discombobulation—means both time and timing are crucial, along with the accuracy and security of information being shared.

Many of the over 6,000 emails NORDEN's team received daily were related to transactions, invoices, and general management of finances. While their use of SEDNA across teams has reduced email volume by 90% and streamlined organizational workflows, it's proven particularly helpful in keeping order and track of financial communications.

NORDEN Operations Lead Jacob Koch Blicher boiled it down for us before discussing exactly how SEDNA helps his team accelerate financial processes:
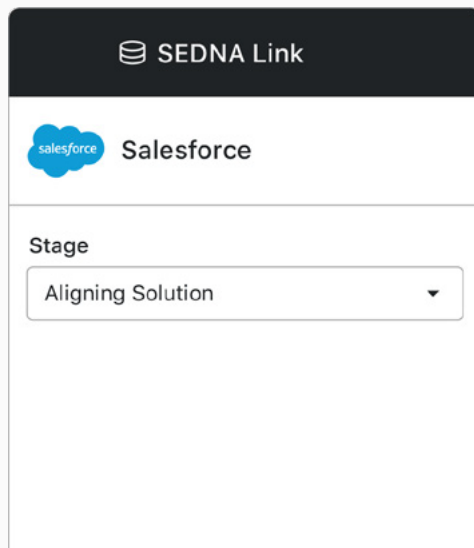
" Invoices and finance are all about approvals. The most important thing for us is having everything integrated so it all flows internally. "

Transforming multi-step, multi-tool processes into a few simple clicks

That key element—integration—was missing for NORDEN when using their previous email system. Siloed, individualized inboxes and limited interconnectivity with other tools meant jumping around to find information and take necessary action. SEDNA's team inboxes and integration capabilities have made everything accessible, in one place, for all relevant people.

"Back in the day we'd have to find the invoice in one system, download it, sign, print, scan, attach, and email back. Now within three clicks, you can have an invoice approved and that time can be allocated much better," says Jacob. He points to SEDNA's granular, super-speed search functionality, mobile app, and open API—which allowed for an integration with shipping software solution IMOS—as being especially valuable in terms of time and effort saved.
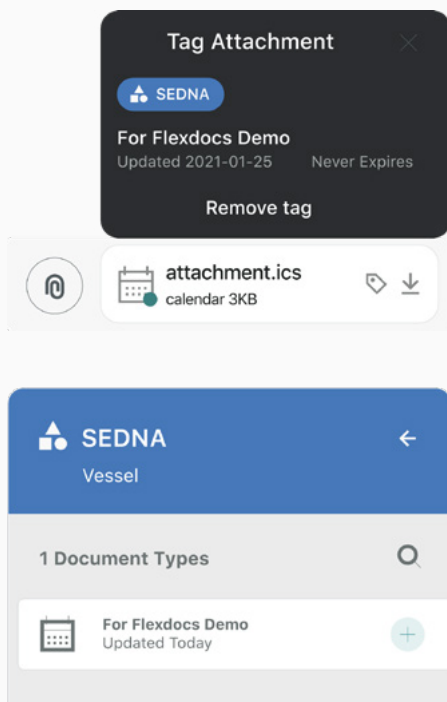

"Internally, we don't have to do that much to approve things like invoices anymore. Someone clicks something in IMOS and it's approved right away in SEDNA, without having to go outside of it." Referring to SEDNA's search and ability to save key terms as "Buckets," or filters that prioritize incoming messages containing them, "You can organize hundreds of thousands of emails in one place and find things extremely fast," he says.

"It gives huge flexibility in that you can find things so quickly and search across everything. And with the app, you can be away from your desk and still go immediately into your inbox and see an attachment while you're on the phone with someone talking about it."

Saving even more time through automatic organization

The level of detail in managing finances, transactions, invoices, approvals—and all of the necessary contributors and steps that go into them—requires meticulous organization that can eat up a lot of time. Not just getting things organized, but keeping them that way, along with handling all the other day-to-day responsibilities and pressures that add up.

"In finance, you have to be able to find things fast. But you don't want to have to spend all your time putting things into folders, archiving, and so on. With Buckets and shared inboxes, **your emails organize themselves** and everything is in one queue—the same queue everyone is reading. **Nothing is lost and it saves so much time in the end,**" says Jacob.

That goes for attachments, data, and documents as well as messages. With Snippets, Jacob can quickly insert boilerplate information, clauses, or fine print instead of having to find, copy, paste, or type them out. Attachments can be renamed, resaved, and previewed all within the SEDNA interface. And Flexdocs—which allows his team to label, share, and even set expiry dates for important attachments—reduces file duplication and provides a simple repository for key information. "All of the templates are organized so we can send something streamlined to customers, all legally backed and verified."
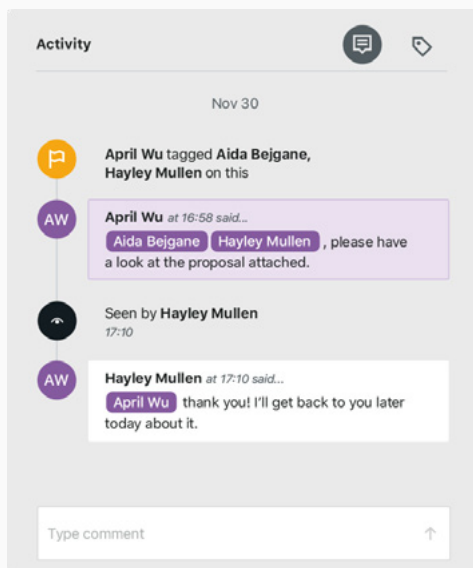
Meanwhile, SEDNA's auto-tagging feature works to categorize and surface messages based on user-configured criteria like job reference or people involved.

"Nobody ever in the history of emails has come up with a way, to this extent, for it to organize itself. SEDNA makes it so simple."

Balancing transparency with reliable security

Of course, managing finances means handling a lot of sensitive and confidential information that often also needs to be accessed, used, and shared by a number of people. With SEDNA, Jacob's team balances a level of transparency that bolsters the efficiency and collaboration he's described above with necessary safeguards to work securely.

Multi-factor authentication, verified address books, single sign-on, Verified by SEDNA—which lets sendees know an email has been vetted and sent from within the SEDNA network—and customizable team inbox permissions mean all conversations and data are safe and secure.

"Security is very, very important because we'd often get emails from people asking to pay something that seems to be legitimate, but it's really a phishing thing." The transparency of a team inbox and <u>Activity Panel</u>, where message activity like views, replies, and commenting are tracked and hosted, make it much easier to work together and much harder for suspicious activity to go unflagged.

"Nothing can be approved before the finance department has seen it. **We can all see the messages, who else has seen them, who's approved, and when.** It's fantastic to help the team work faster and be more secure."

What's next for NORDEN and SEDNA

Jacob has advocated for further expansion of SEDNA into other departments and teams that could benefit from more efficient communication, collaboration, and security.

"Many teams have so many emails and so much information to handle, whole databases of messages and contacts," he says. "With SEDNA, you can search everything so fast, and dig down into specifics to find everything you need. And having a trail of context is helpful in assisting with new and ongoing cases."

When asked if he would recommend SEDNA to others, Jacob's answer is *absolutely*.

"It's a product with unlimited possibilities."

SEDNA is smart team communication software that unifies all messages, data, and documentation to help you focus on the work that matters. By aligning teams through action-based communication, SEDNA drastically reduces email volume and creates more efficient, productive, and collaborative workflows across organizations.

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Find out what SEDNA can do for you

Learn how our smart team communication software can transform the way your organization works.

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