



Berendsen A/S  
Copenhagen, Denmark  
www.berendsen.dk

#### Industry:

Professional Services

#### Annual Revenue:

US\$225.9 million

#### Employees:

1,450

#### Oracle Products & Services:

Oracle Discoverer  
Oracle Database Enterprise Edition  
Oracle Express Server  
Oracle Real Application Clusters

**“Our new Oracle analysis tools have played a substantial role in helping us to improve our sales and earnings. We now have complete control of pricing for all of our approximately 50,000 customer contracts, resulting in a 2% increase in yearly earnings.”** – Klaus Nissen, IT Manager, Berendsen A/S

## Berendsen Increases Earnings by 2% and Reduces Auditing Costs through Automation and Expanded Visibility

Berendsen A/S rents, launders, and supplies textiles and hygiene solutions to customers in the private and public sectors. Dynamic and flexible pricing is vital in this competitive market, where Berendsen serves more than 50,000 customers in Denmark. It has 1,450 employees in Denmark and 8,000 worldwide. Turnover for the entire concern is US\$850 million, including revenue from 11 countries in Europe. Berendsen is owned by Davis Service Group, which also owns the company Sunlight in the UK. Revenue, including the parent company, is US\$1.4 billion.

### Challenges

- Deploy an application infrastructure built on modern technology to ease growing challenges related to supporting the company’s aging Cobolt and DOS-based platform
- Create follow-up and analysis capabilities for areas such as price adjustment and customer analysis for competitive pricing
- Develop less complicated workflow for generating accounts
- Generate an overview of all contracts, making it possible to monitor price structures for greater competitiveness
- Provide tools for both centralized and decentralized management and monitoring of business data

### Solution

- Implemented Oracle infrastructure software to gain the ability to continuously monitor and analyze pricing and cost trends, supporting an increase in earnings of 2% annually
- Reduced auditing costs by 40% through streamlined account creation
- Saved more than US\$56,000 by eliminating manual calculations via Oracle Database
- Gained greater visibility into the company’s contracts, making it possible for Berendsen to respond rapidly when changes are required
- Facilitated the comparison of wages, productivity and turnover for specific units down to the employee and transaction levels
- Accelerated response time to market information through analysis of transaction-level data, for instance on RFID-tagged clothing
- Increased productivity through real-time, second-by-second work flow analysis for each team
- Produced daily analyses at the laundry facility, team, services and product levels—ensuring rapid intervention to improve efficiency and service