



Stora Enso Fors – Best In Class



Since 1999, Stora Enso Fors has used MA system's profitability analysis (CPG) to maximise profitability for both themselves and their customers. Previously the organisation focused on the quantity of produced cartons in tonnes, but with the help of profitability analysis the organisation has learned to focus on maximising production based on results in SEK instead.

In 2005, Stora Enso Fors was awarded no less but two honours. Stora Enso's internal Excellence Award, as the company has had a ROCE on over twenty percent the last five years. ROCE stands for Return On Capital Employed and is a measurement that indicates the effectiveness and profitability of a company's capital investments. The company has also been awarded the "svensk kvalitet 2005" (Swedish Quality 2005) honour for patient and ambitious work with continuous improvements in a clear and valuable process which has produced good results and positive trends.



Easy to break down costs

Gunnar Sjöblom is the Controller responsible for MA system's profitability analysis in Stora Enso Fors. This is his view on the application: "We use MA-system's profitability analysis in order to find out who our most profitable customers are. Then we can easily break down costs and find the most profitable customer. We also look at which customers are strategically important and who we can grow with. These customers often have very high customer requirements and are forerunners in their areas".

Stora Enso Fors chose to have the application installed as the tool is used daily, especially by the marketing department when they are making a quote. The next step is to combine CPG with the quote calculator.

Greater profit margins

The in-built dynamics of CPG mean that we don't have to do all the manual work previously required to produce reports. As well as saving a lot of time, the tool also gives our customers better prices and gives us better margins. I believe that the greatest advantage with CPG is that it increases awareness of separable costs for those people doing business. Previously it was common in sales situations to offer customers special labels or delivery of half pallets. Now we can clearly see the separable costs for these "free offers".



Stora Enso Fors AB

Stora Enso Fors, located 15 km north-east of Avesta, produces cardboard for packaging and is one of Europe's biggest and most modern cardboard producers.

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