

# Digital Business Manager is already serving and profiting Suomen Yksityiset Hammaslääkärit Ltd.!

**Fenix Ltd. has launched its first Open application - Digital Business Manager (DBM). The application, while rapidly customizable for various sectors, automatizes accounting and administrative routines and reporting. Foremost the application automatizes administration of professionals' contracts - just as is the case with the now launched healthcare sector application. First DBM adopter is Suomen Yksityiset Hammaslääkärit Ltd. that has pioneered the application since April 2018.**

**DBM** enables effective management of diverse professionals' contracts, reward schemes, and recurring reward calculations and payments. DBM- application automatically creates comprehensive graphical reports at three levels: i) Professional ii) Clinic / office and iii) Chain / group. Consequently DBM-users always have up-to-date view on business, readily in the presentation format. Managers and superiors are constantly prepared to review financial and performance information in meetings – were it then in the boardroom, management board or team. Moreover, DBM-application enhances daily, fact-based communication as it provides professionals with *My Performance-view*.

- We are extremely happy with the DBM-application and customer service Fenix offers. DBM-application is flexible and easy to adopt for use: Our users have not needed any user manuals to begin with the application. Performance reports are extensive and the best of all, our resources are freed up from reporting. In addition, customer service by Fenix has exceeded our expectations. The development ideas we got in testing the application were recognized and implemented already during the test stage. Additionally Fenix has already brought some valuable new updates to the application during the first month of use. We appreciate Fenix's vision of the future development of the application. *I truly recommend the application to anybody who wants to manage business systematically towards clear objectives – and simultaneously to free up human resources to value adding tasks,* says **Jarmo Palukka**, the CEO at Suomen Yksityiset Hammaslääkärit Ltd..

- Fenix principle and priority is always to "*deliver more than expected.*" To succeed in this and to make our clients to feel the principle is possible by focusing on *tangible customer value, superior user experience, and solutions-oriented customer service.* We are pleased to see how Suomen Yksityiset Hammaslääkärit has appreciated these three norms. We look forward to starting the next DBM development stage and extending the application by profitability analyses. The profitability analyses will support decision-making, pricing, and budgeting. They help in refining service portfolio and conducting sensitivity analyses. We are listening our clients with attention to any detail and hence, the features start to crystallize for the version 3.0, but more about them later on, say **Ari Heiskanen** (CEO) and **Mikko Sandelin** (CPO) from Fenix Ltd.

## FOR FURTHER INFORMATION

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