



Mustad[®]

Move to the Cloud - Or Not?

O.Mustad & Son's Journey with Infor LN

Freddy Johnsen

VP Logistics & IT

O.Mustad & Søn As

Agenda

About Mustad

Our LN Journey

Our focus areas

Cloud Readiness



Mustad at a Glance

- Today, one in four hooks in the world is made by Mustad. The Mustad brand can be found in over 160 countries and covers all disciplines of sport fishing as well as industrial and traditional fishing
- Core product is fishing hooks (75% of revenue), with expansion and growth YoY for complementary products as lures, tools, rods, lines and accessories
- Strong value chain with own hook production facility in China
- Mustad has a strong position in the industry, is represented in many markets and segments, which reduces volatility and takes down overall cyclical risk

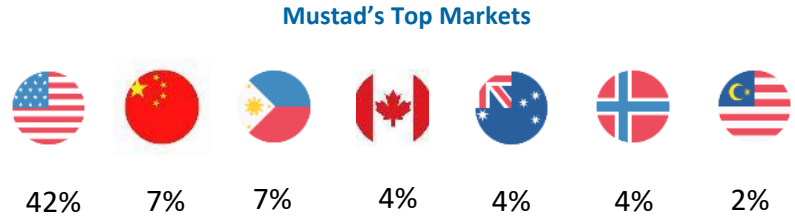
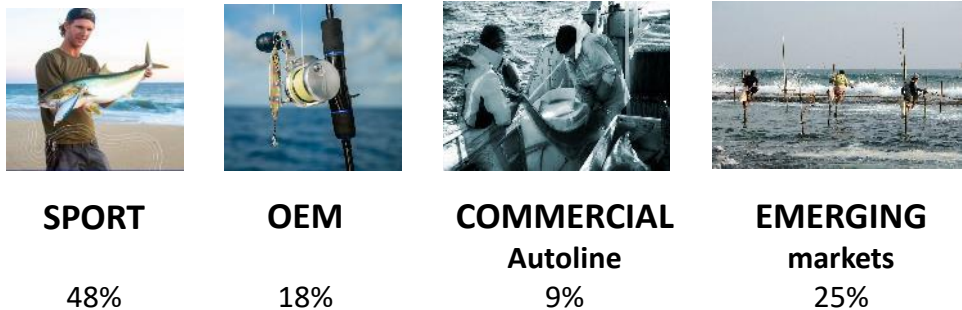
Mustad by the Numbers

(FY22, USD)



Mustad markets

(% share of FY22 revenue)



MUSTAD BRANDS

T

TUFLINE

In 2019, Mustad purchased the American fishing braid brand TUF-LINE, produced in the USA by Western Filament.



M

Mustad

Founded in 1832, Mustad has a long history of producing fishing hooks, now with an eye on the complete fishing lifestyle.



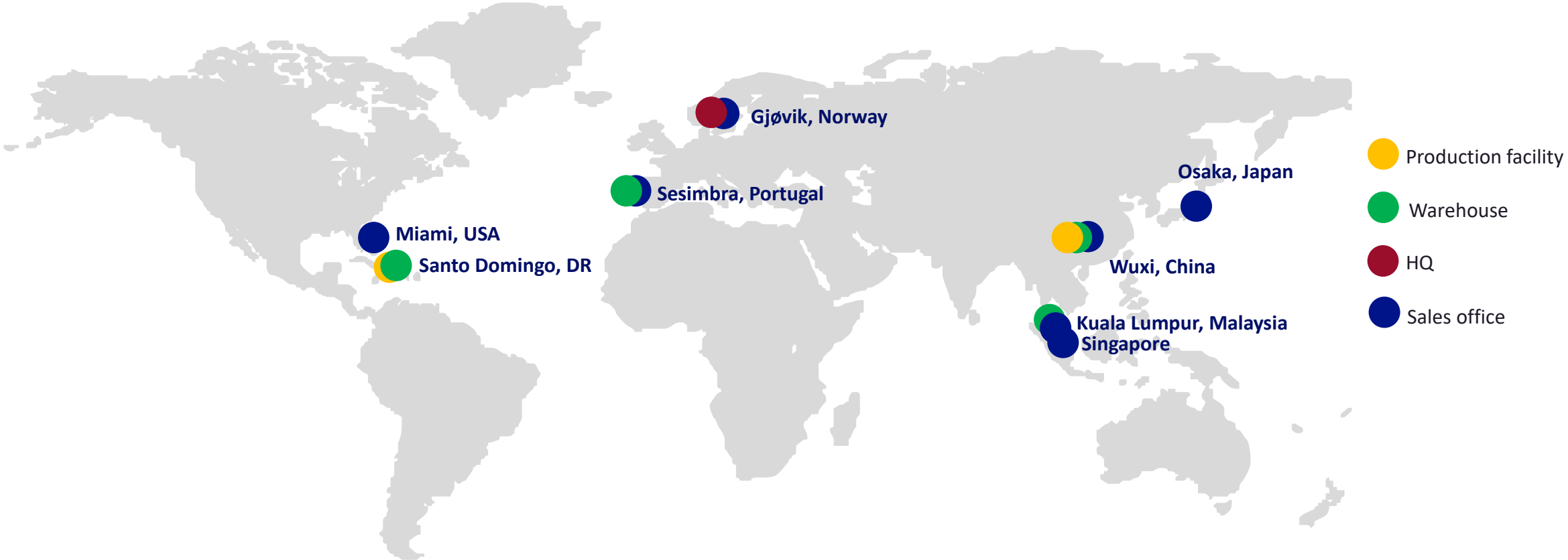
L

LIVETARGET

In Late 2021, the Canadian lure brand, LIVETARGET joined the portfolio. This premium brand delivers fishing lures designed to look as realistic as possible.



SALES DISTRIBUTION AND LOCATIONS



50%

Americas

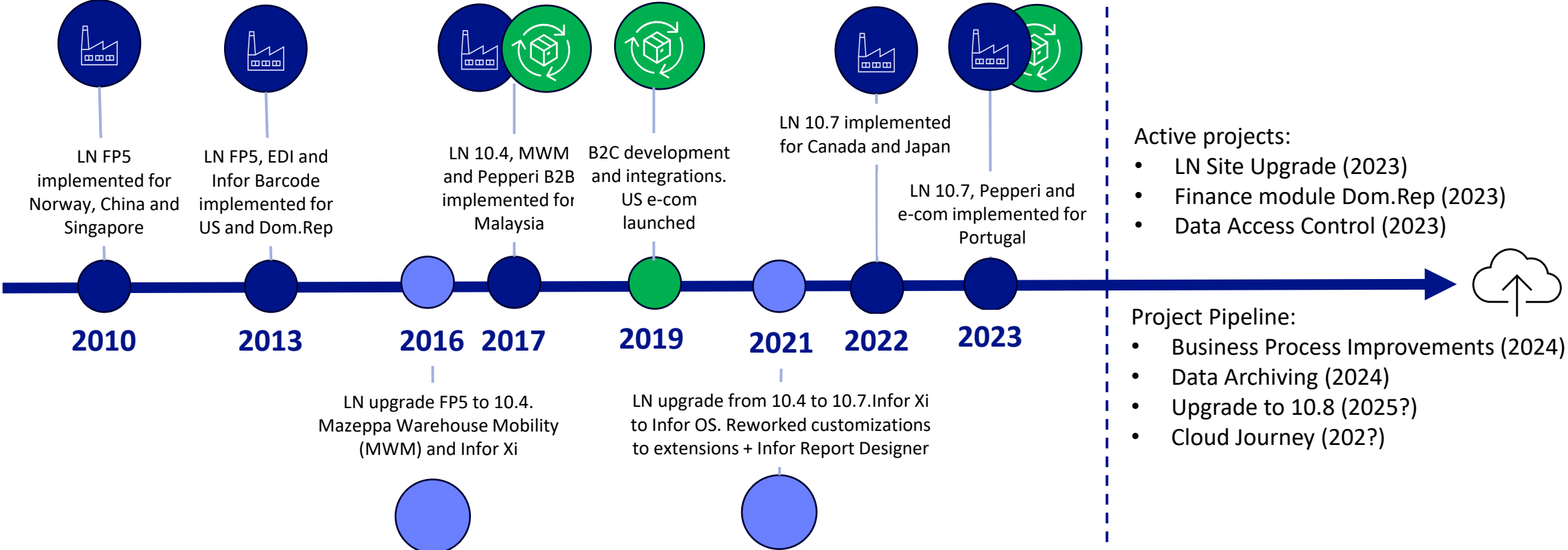
20%

EMEA

30%

APAC

Mustad's LN Journey



MUSTAD BUSINESS CHARACTERISTICS

Comparable High Complexity given the turnover



14.000 Sales items



540.000 Sales order lines



Diverse customer base (Walmart to Mom-and-pop stores and all in between)



Global presence - 24/7 operations – many local requirements



High % Intercompany trade

Business Strategy Drivers



Increase direct-to-market share in Europe



Grow e-com channel share



Organic growth through product line expansions

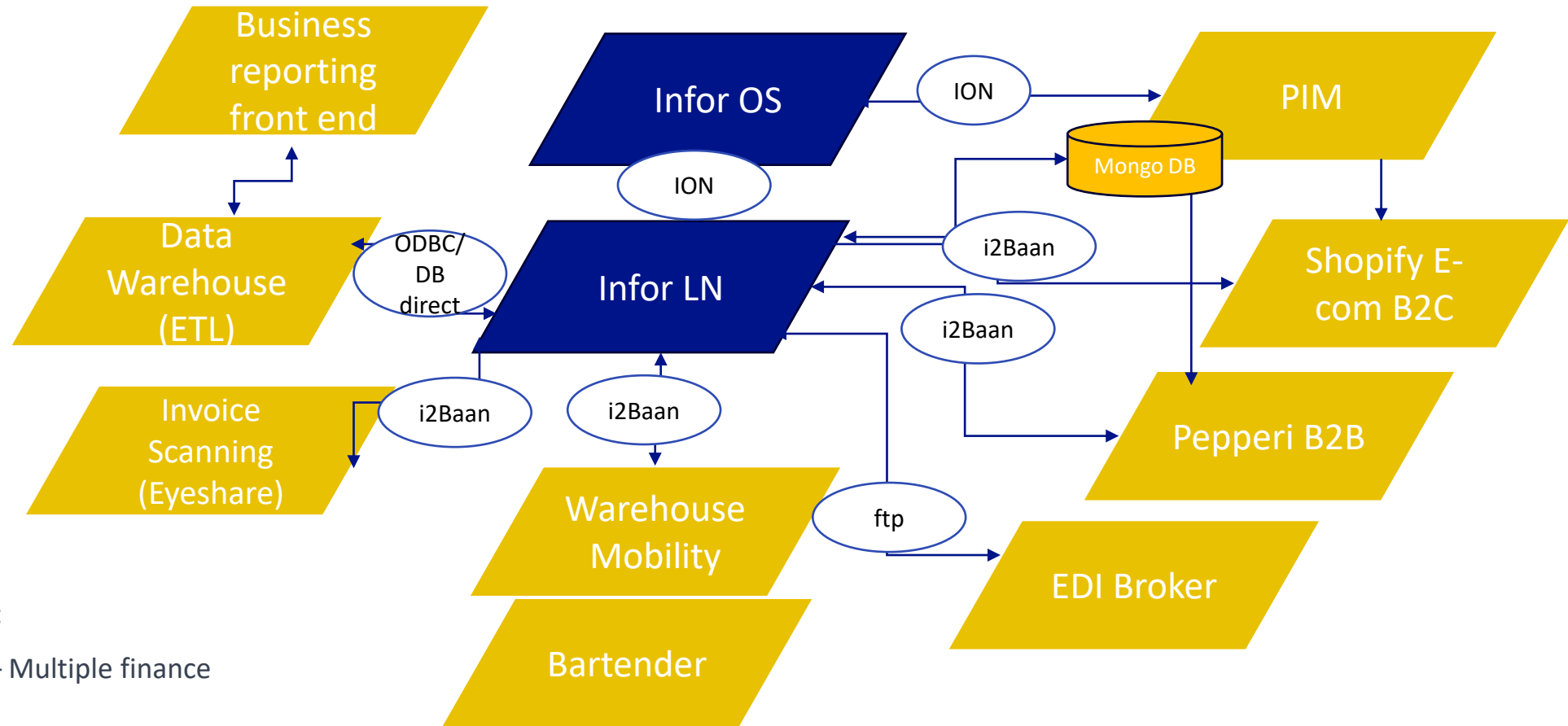


Acquire brands

Business Focus Areas



LN Main Interfaces/Integrations



Infor LN @ Mustad:

- Single Logistics – Multiple finance
- Version 10.7
- Concurrent User License model
- Outsourced IT-operations
- Runs 24/7 (Business open in all time zones)



- Challenges:
- * Customer defined fields
 - * Special requirements
 - * Need to customize BOD's - competence

Mustad Cloud Readiness

Expected Cloud Benefits:

- Lower Total Cost of Ownership
- No more technical upgrade projects
- Faster time to benefits for new and improved features and functionality

Cloud Concerns and Questions:

- Existing similar migration cases and examples?
- Data warehouse and reporting architecture?
- Available integration technologies and flexibility?
- How to solve customizations?
- Cost model?
- How will it impact interfaces and integrations?
- How does it support 3rd party software that we rely on today?

Rough Readiness Analysis:

LN On Premise		LN CE
Infor Report Designer	✓	Infor Report Designer + DOM
Various interfaces	?	ION interfaces
Mazeppa Mobility	✗	Factory Track
LN UI	✓	Ming.le / LN UI
Eye-share	✗	Ephesoft / IDM
Deem, Qlikview, Power BI	✗	Infor Birst
ODBC/DB views	✗	Infor Data Lake / SQL replica
EDI (ftp)	?	ION - EDI
Docman	✓	DOM/IDM
Excel export/import	✓	Excel export / import in session
.....	
Windows Task Scheduler	?	Infor Job Management

We would expect all data/resources to be easily available to access via API's

Summary

- Highly dependent on integrations with non-Infor 3rd party applications today
- Need to learn more
- Business first! What does the business case look like?
- Move to the cloud – (or not) - or why, when and how?

