

# Has sneaked into European business

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SUCCESS: Magne Myrtveit and Dynaplan have made success in international business.

## The smallest of Radøy operations Dynaplan's customers has 2,500 employees.

Somewhat quietly, at least in the public domain of Nordhordland, entrepreneur Magne Myrtveit and his colleagues have sneaked in as an important contributor to large European groups.

This year, the company is one of three nominated candidates for the award for the Company of the Year 2016. The founding principle is between others that the data and consulting firms claim internationally in a tough market.

### Impressive list

Deutsche Bank, Continental, BMW, Lufthansa and Bavaria: These are among the groups on the impressive customer list for Dynaplan.

"Our largest customer actually has 250,000 employees," says Myrtveit.

#### FACTS: CANDIDATE FOR BUSINESS OF THE YEAR

Dynaplan at Radøy is one of three nominees for this year's Company of the Year in Nordhordland and the Gulen Prize will be awarded quarterly by Sparebanken Vest and Strilen in collaboration with Nordhordland Næringslag. The two other nominees will be presented in Strilen next Friday and next Tuesday this year the prize will be awarded for 30 gong. This will happen on Thursday, March 16, at the industry team's spring party at Kilstraumen Brygge.

The concept of the Radøy operation is simple, but at the same time extremely complicated. They have developed their own computer program, Dynaplan Smia, which, through scenario analysis, helps companies to plan and deploy their own strategies alive - and to adjust the course according to probable changes. - Very simply, you can enter all the information a company has about itself, market, competitors, economic cycles, and more. Then one can make assumptions about changes or future developments. At a key press, the program analyzes what the forecast will have to say for the company, and what one may need to do to adapt to the change proposed. It's all about strategic and operational planning, Myrtveit explains.

### Analysis

The alternative has traditionally been to set different departments in turns with large calculations to do the same job. For example: If a producer sees that the price of the product must fall by 10 per cent, at the same time as the euro strengthens and interest rates go up: What are the consequences, how must one act to meet developments?

- Me does not operate with exact knowledge, but the scenario analysis provides the company with a quick alternative for future planning according to how it looks and is developing, explains Myrtveit.

Dynaplan simulates development through the computer program, measures the effect this can have for customers, and then provides advice and helps in the planning process - without having to have expert expertise in what the various customers are doing.

### Start from scratch

- Traditional consultants sell lessons and advice, using a scene-oriented tool and a way to work. Many of the customers want to revise their plans after some time, and then I would like to come in again to help. In addition, with the license revenue from Dynaplan Smia, which the customers buy, Myrtveit says.

Dynaplan works mainly in HR, finance and health. While the smallest customer has 2,500 employees and the largest customer 250,000 employees, the largest competitor of the Radøy operations is more than 1000 gongs larger than those. Today, Dynaplan employs 13.2 full-time employees across 16 employees, with employees in Norway, Switzerland and Germany. Annual sales are around NOK 16 million, with solid operating profit over many years.

It all started in 2002, when Magne Myrtveit decided to invest on her own after first building up the company Powersim, which operates with model simulation.

### health Project

- It has been a lot of work to build Dynaplan. The first time, I managed for myself. Then I appointed the newly educated rowing man Ynge Mellingen as the first employee, Myrtveit says.

Dynaplan has few Norwegian customers. But now Magne Myrtveit and her colleagues will work with Helse Vest in a project where the goal is to reduce patient waiting lists.

- Our simulations show that it should be possible to reduce the queues significantly without adding more resources. It is about how one organizes the work and the lists. Me is excited about whether or not I get this, says Myrtveit.

#### FACTS: BUSINESS OF THE YEAR

The award as the Company of the Year is awarded quarterly by Sparebanken Vest and Strilen, in collaboration with Nordhordland Handverk and Industrilag.

This year's distribution is the 30th in a row.

The awarding of this year's award takes place during Nordhordland Næringslag's spring party at Kilstraumen on Thursday 16 March.



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