



# REVOLUTIONIZING FINANCE OPERATIONS: HOW STRAWBERRY INCREASED EFFICIENCY AND ACCURACY WITH VIC.AI'S AI-DRIVEN SOLUTION

**INDUSTRY: HOSPITALITY/REAL ESTATE**

**FULL-TIME AP CLERKS: 8**

**INVOICE VOLUME: 600,000 PER YEAR**

**INVOICE APPROVERS: 900**

## ABOUT STRAWBERRY

Strawberry, formerly known as Nordic Choice Hotels, is one of the largest hotel groups in the Nordic and Baltic regions. With over 300 hotel properties in Norway, Sweden, Denmark, and Finland, they have an annual revenue of over \$1 billion and more than 15,000 workers. The company was founded in 1989 and is headquartered in Stockholm, Sweden. Their mission is to provide travelers with high-quality accommodations and guest services, create positive and memorable experiences for guests, and maintain a strong reputation in the hospitality industry.

## THE CHALLENGE

To maintain their leading position in the Scandinavian hotel industry, Trine Lise Marsdal, Chief Financial Officer, knew Strawberry needed to revolutionize their finance operations to ensure efficiency and quality in their accounting processes. Strawberry's goal was to reduce cost and eliminate manual tasks when processing invoices.

As an owner of 200 hotels across Scandinavia, Strawberry operates four different hotel brands - Clarion Hotel® / Clarion Collection®, Comfort Hotel®, Quality Hotel™, and independent hotels. Managing multiple brands within a portfolio of properties adds complexity to coding invoices and allocating costs such as advertising spend or other vendors. Strawberry's former invoice processing tool struggled to allocate those costs to the general ledger when the same vendors were used for multiple properties.

Finally, like all hotels and companies within the hospitality industry, there are significant fluctuations in demand and cost of supplies based on the time of year, making it challenging to forecast revenue and manage expenses accurately. It also poses an issue with a team of eight full-time AP clerks required to handle the invoice volume peaks. Though they have a large invoice volume of 600,000 per year, their full-time employees are being underutilized during the slow months when volume decreases due to less seasonal demand.



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## OUR SOLUTION

With the help of Propell.ai, one of Vic.ai's valued solution partners in the Nordics, Vic.ai provides autonomous invoice processing capabilities to all Strawberry's companies in the Nordics as a front-end system for processing incoming invoices integrated into their ERP solution, Oracle Netsuite. It also allows Strawberry's 900 invoice approvers to validate invoice data, compare past invoices, and easily approve invoices from their phones using the mobile app.

Strawberry chose Vic.ai over competing products because of Vic.ai's integration with Netsuite, which they piloted, and has well-established customers already in the core markets of Sweden and Norway. They also valued that the solution was 100% AI-driven, which enables a higher grade of full automation, or even autonomy, with Vic.ai's Autopilot feature, which doesn't require template or rule setup, and streamlines the AP process by processing invoices autonomously. Vic.ai is an international solution allowing Strawberry to group accounting activity across different entities.

Since Vic.ai doesn't rely on templates, the AP team is relieved from updating the system when new invoice formats or vendors are added. The AI also works 24/7 and can handle influxes of invoices without relying on a big team of full-time employees throughout the year.



**"Vic.ai has an impressive track record in the Nordics, and we are very impressed with the level their AI technology has reached and made the AP process as autonomous as possible. We are confident that the platform can help us continue to **reduce cost and manual tasks and free up our team's time for more value-adding work.**"**

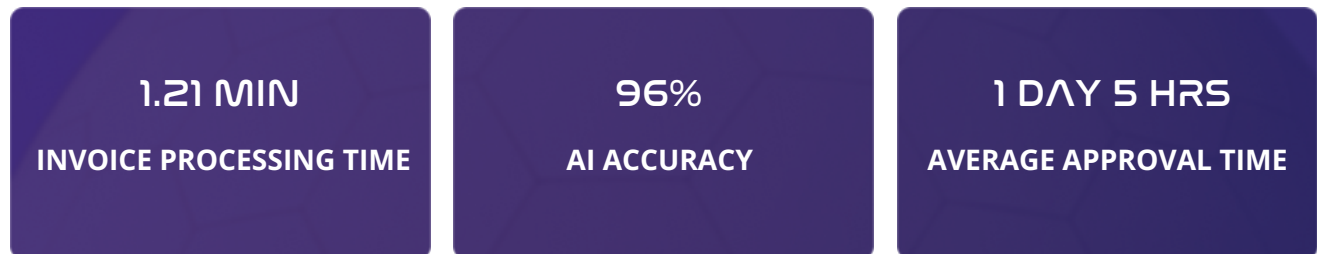


## THE RESULTS

Since integrating with Vic.ai, Strawberry has seen a dramatic reduction in invoice processing times by 76%, with some AP team members processing invoices in just 1.21 minutes on average.

Before adopting Vic.ai, their accounting team processed 70% of their invoices manually - from data entry to payment, the equivalent of 420,000 invoices. Now, they can increase productivity significantly and are expected to reduce manual labor to 30% in the first year, dropping to 10% the following year, resulting in 540,000 invoices handled autonomously by Vic.ai. Additionally, Strawberry is reaching up to 96% accuracy, far surpassing human accuracy.

Finally, with 900 people in the approval workflows, making that process as efficient as possible is crucial. With Vic.ai, Strawberry sees average approvals of just one day and 5 hrs.



**"With ambitious growth goals, we chose to leverage Vic.ai to help us scale our accounting operations as we add more properties, suppliers, and staff. We had hit an inflection point where our old tools and processes couldn't handle the increasing invoice volume. We're excited to use accounting AI to ensure efficiency, quality accounting data, and back-office cost reduction."**



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