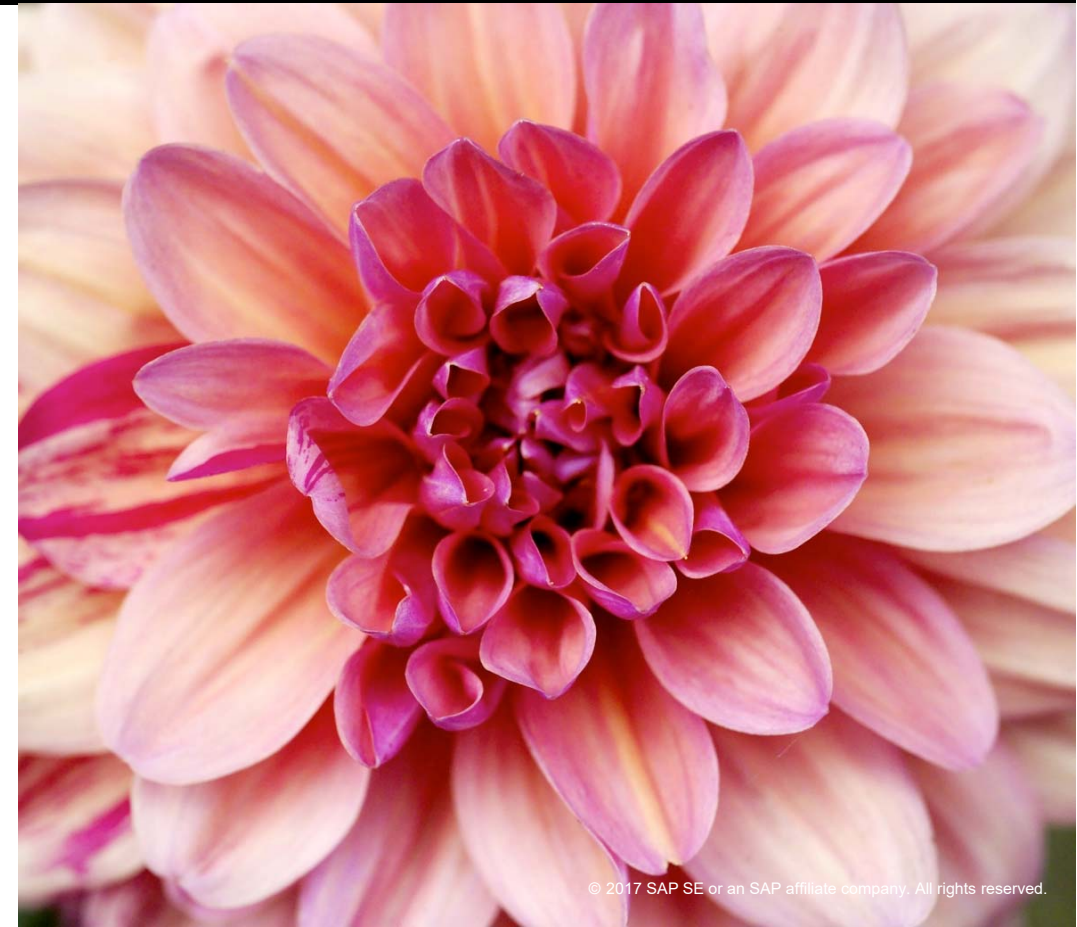


How Can Buyers and Sellers Grow Their Margins While Inspiring People with Beautiful Blooms?

Flowers have a timeless beauty that crosses boundaries and borders. To ensure that its members continue to supply the world with high-quality, sustainable horticulture, Royal FloraHolland is committed to optimizing its buying and selling logistics and improving business processes. This floriculture cooperative and auctioneer knows innovation is key to its members' success and profitability.

Royal FloraHolland enlisted the expertise and support of McCoy & Partners to consolidate its commerce processes with the SAP® Ariba® Buying and Invoicing solution, helping its members achieve greater compliance, reduce maverick buying, and streamline buying experiences. By automating manual elements of its procure-to-pay process, the cooperative is creating a better experience for its members, customers, employees, and suppliers as it brings inspiration to all.



“By 2020, we want to bring the joy and beauty of flowers to more consumers around the world. **Transforming our procurement process and simplifying operational efficiency** are key parts of this strategy.”

Jonathan van Veelen, Manager of Procurement, Royal FloraHolland

As a 100-year-old member-owned cooperative, Royal FloraHolland wants to make the world healthier and more beautiful by 2020. To achieve this ambitious goal, it is making global trade simpler and more accessible through the digitalization of its services.



€4.6 billion

In sales of plants and flowers in 2016



4,300

Member companies in the cooperative



2,493

Customers located across the globe





Royal FloraHolland
Aalsmeer, The Netherlands
www.royalfloraholland.com

Industry
Wholesale distribution

Products and Services
Flowers and plants

Employees
2,956

Revenue
€4.6 billion

SAP® Solutions
SAP® Ariba® Buying
and Invoicing solution

Flourishing Globally with SAP® Ariba® Solutions

Flower cooperative Royal FloraHolland optimized its procure-to-pay process with the SAP Ariba Buying and Invoicing solution, helping business blossom for its cooperative members. Now, buyers and sellers have an easier path to future growth through technological innovation.

Before: Challenges and Opportunities

- Slowed down by manual, paper-based processes
- Wasted time overseeing operational procedures
- Identified the opportunity to expand customer reach and improve efficiency
- Wanted a platform to empower cooperative members with innovative technology

Why SAP Ariba Solutions and McCoy & Partners

- Simple yet powerful software that is simple for staff and members to navigate
- Comprehensive management and visibility functionality
- Unification of all commerce processes with maximum control and tighter compliance
- Mobile and tablet functionalities for on-the-go purchase order authorization
- Working relationship with McCoy & Partners, the market-leading implementation partner for SAP Ariba solutions in the Netherlands
- Required SAP S/4HANA® and integration capabilities provided by McCoy & Partners

After: Value-Driven Results

- More than 125,000 transactions processed daily
- Automated procure-to-pay workflow, enabling staff to dedicate more time to value-adding activities
- Facilitation of a smooth buying and selling experience for an enriched customer journey
- Consolidated commerce processes, reducing the risk of operational issues
- Innovative pathway to further technological development and automation in the future

“With SAP Ariba solutions implemented by McCoy & Partners, we simplified our commerce processes and now can deliver a more rewarding journey for our buyers and sellers.”

Jonathan van Veelen, Manager of Procurement, Royal FloraHolland



Featured Partner



>€3 million

In anticipated savings

€200 million

Of indirect spend managed

3,000

Suppliers managed using
SAP Ariba solutions

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