

Operational Excellence and digital transformation



Royal Flora Holland is a cooperative of growers of plants and flowers. The cooperative forms the largest marketplace for floriculture for one of the most important export sectors in the Netherlands. RFH brings together supply and demand to derive to optimal prices at minimal costs through its digital platform. To enable this it offers a range of ordering, payment and delivery services. In this way, RFH create a solid foundation on which their growers and buyers can build their business and work together towards sustainable success in the global floriculture market.

Client challenges

Growers and buyers inherently seek the most efficient ways to meet the demand for ornamental plants or flowers. They are increasingly doing business directly. Which puts pressure on our objective of 'optimal pricing at minimal cost'.

It's also abundantly clear that the market is changing. Differences between growers and buyers are increasing, the role of retail is growing and new international markets are emerging.

Furthermore, everything has to be faster, fresher and more sustainable. The opportunities offered by digitization allow us to respond to these developments.



About Royal Flora Holland

Royal Flora Holland (RFH) is a cooperative of growers and strive for sustainable success for our members. They connect growers and buyers and work together with all parties in the floriculture sector, so that the sector continues to grow.



CGI solution

A CGI team works side-by-side with an internal department (Transformation and continuous improvement) to develop and implement an Operational Excellence Framework to make the RFH organization and teams continuously improve to meet the (current and changing) expectations/needs of growers and buyers.

This framework offers managers training, guidelines, methods and standards in five areas: strategy, management, organization, process and people based on the Lean philosophy and Agile way of working.

The CGI team furthermore offers advice and experts in developing the digital transformation of the marketplace and the ordering, payment and delivery services.

Benefits & Outcomes Delivered

Improved interaction between the different locations and supportive teams.

Better in control of the performance of the delivery services and able to adapt faster on changing situations (like COVID19) and eliminating risks

More standardization in business processes result in a better performance and making steps in digital transformation.

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About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

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