

# Floricode renews the digital foundation of floriculture

TOGETHER WITH COOLPROFS TOWARDS A FUTURE-PROOF DIGITAL FOUNDATION FOR THE FLORICULTURE CHAIN.

**Dutch horticulture is one of the top sectors of the Dutch economy, and Floricode plays an important role in it. On behalf of the floriculture sector, Floricode manages a key part of the shared digital foundation: registrations, codes, standards and data that growers, traders, breeders, logistics service providers, auctions and other chain partners use to support their commercial, logistics and financial processes.**

To continue fulfilling this role in the future, Floricode wanted to renew its existing application landscape. Together with CoolProfs, a modern, integrated digital environment was developed for product registration, coding and information exchange, built on OutSystems ODC.

## **A future-proof digital infrastructure**

The registrations, codes and product information managed by Floricode are used in a wide range of

processes throughout the floriculture chain. This places high demands on availability, reliability and flexibility. The existing application landscape offered less and less room to respond quickly to new requirements and developments.

Floricode therefore chose to work with CoolProfs to renew its digital environment. Several existing applications were consolidated and modernised on the **OutSystems ODC platform**.

## **Room for further development**

The existing system had grown organically over many years. As a result, further development became increasingly complex, creating a need for a modern, coherent architecture that is more scalable and easier to manage.

Floricode was looking not only for a technical solution, but also for a partner who could thoroughly understand the existing processes and information and translate them step

## Added value

### **Better support for the sector**

A robust digital foundation to make new codes and registrations available faster.

### **Operational efficiency**

More automation and fewer manual steps in the registration process.

### **Continuity and reliability**

A modern environment for managing and distributing product information.

### **Ready for further development**

Thanks to OutSystems ODC, the environment can grow along with new standards, regulations and forms of data exchange.

Dashboard Klantenvragen Producten Coderingen Naamdelen Beheer Rapporten Speciale verwerkingen

TaxoNr 105627 - RegNr 105627 - Calathea roseopicta

Status beschrijving: Status codering: Status afbeelding:

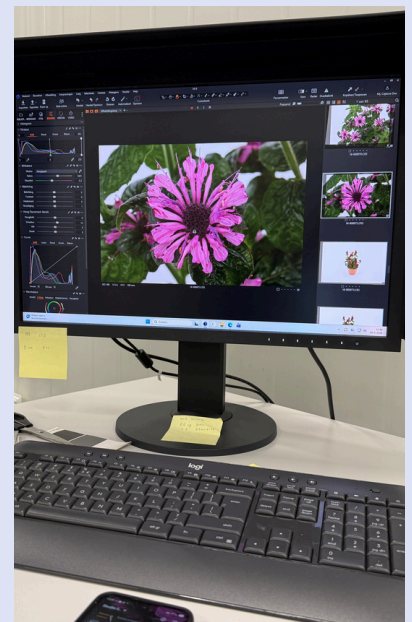
| Algemene product informatie |                              | Productcode en naamgeving  |              | Status |                           |
|-----------------------------|------------------------------|----------------------------|--------------|--------|---------------------------|
| Botanische kenmerken        | Sector organisatie           | Floricode                  | Ingangsdatum | Status | Reden                     |
| Afbeeldingen                | Product code                 | 20761                      | 27-11-2002   | Actief | Gewijzigd op / door       |
| Codering                    | Taxo nummer                  | 105627                     |              |        | 27-11-2002 11:22 / VBNCNV |
| Handelsaanduiding           | Registratie nummer           | 105627                     |              |        |                           |
| Organisaties                | Volledige productnaam        | Calathea roseopicta (dark) |              |        |                           |
| Kwekersrechten              | Productnaam                  | Calathea roseopicta (dark) |              |        |                           |
|                             | Presentatie afkorting        | CALAT ROSEO DARK           |              |        |                           |
|                             | Synoniemnaam                 |                            |              |        |                           |
|                             | Handelsaanduiding (EDI/VARB) |                            |              |        |                           |
|                             | Gewijzigd op / door          | 09-01-2013 16:14 / U0791   |              |        |                           |

| Kenmerken |              |                      |                    |                            |              |             |
|-----------|--------------|----------------------|--------------------|----------------------------|--------------|-------------|
| Kenmerk   | Kenmerk code | Kenmerk omschrijving | Kenmerkwaarde code | Kenmerkwaarde omschrijving | Ingangsdatum | Vervaldatum |
| 1         | B01          | Hoofdkleur 1         | NT                 | niet van toepassing        | 27-11-2002   |             |
| 1         | B05          | Hoofdkleur 1 blad    | DG                 | donkergroen                | 05-01-2008   |             |
| 1         | B06          | Hoofdkleur 2 blad    | PA                 | paars                      | 05-01-2008   |             |
| 6         | T01          | BTW-tarief           | 001                | laag                       | 27-11-2002   |             |

▲ The Floricode back office

Taking product photos ▶



by step into a new environment.

### A solid foundation

An important first step was the careful migration and standardisation of the existing data. This allowed Floricode to test with representative production data early in the project. That reduced risks during development and laid an important foundation for the successful transition to the new platform.

The same was done for the outdated PlantScope website. Both can be used in four languages.

### One integrated digital environment

The FloriBook mobile app that Floricode provided for growers and traders was outdated and in some cases could no longer be downloaded. CoolProfs built a modern, responsive replacement.

### Knowledge sharing

By working closely together, on site or at the CoolProfs office, Floricode's internal organisation was involved in the new system from day one, which ensured natural adoption and training.

*Floricode wants to keep the digital foundation of the floriculture chain reliable, accessible and future-proof. This means our own systems must also be able to keep pace with new standards, new regulations and new forms of data exchange. With this renewal, we have laid a much stronger foundation for that.*

*Henk Poldervaart  
Director, Floricode Foundation*

The contacts at Floricode were indispensable thanks to their in-depth knowledge of the system.

*The new system is much less error-prone and works a lot faster.*

*Connie Hietbrink  
Product Registration and Coding  
at Floricode Foundation*

Connie walks us through the process: "Floricode receives information about a new variety via the digital registration form, along with physical specimens. We photograph these in our own studio, and a short botanical description recording the variety's key characteristics is created in the system. This ultimately results in a unique **product code** that can be used worldwide. This is very important for the grower, because it allows trading to begin – at the flower auction, for example."

### Customer portal

A **customer portal** was developed for growers. In this online portal (previously a form), growers can register their products.

### Back office

The **back office** was developed entirely in OutSystems ODC, at the time a new, fully cloud-based OutSystems platform. This is where Floricode carries out all its behind-the-scenes work.

After registration, growers can find all relevant data, including product codes and images.

#### Floricode and CoolProfs

CoolProfs' role went beyond simply building software. Our consultants Matthew and Lars immersed themselves in Floricode's processes within the floriculture chain. Together with Floricode's specialists, existing working methods were analysed and translated into a future-proof digital solution.

Erik Zonneveld, an experienced Business Analyst, helped bring business needs and technical possibilities together in a clear project phasing.

By working agile in three-week sprints, progress remained transparent and Floricode could quickly review and test new functionality.

#### From ambition to results

- 2,350 hours of specialist development and analysis
- 11 sprints of 3 weeks to a full go-live
- 100+ distribution sets successfully migrated



*A major advantage of OutSystems ODC is the lightning-fast deployment to production. This speeds up the process whenever an app needs further development.*

*Matthew de Jong  
Consultant at CoolProfs*

#### Ready for the next step, together

With the new environment, Floricode has a modern digital foundation for registration, coding and product information. A foundation that is not only more efficient and easier to manage, but also helps Floricode keep pace with developments in the floriculture sector.

CoolProfs has helped Floricode make the digital infrastructure the sector uses to register products, assign codes and exchange data technically future-proof. This has not only renewed existing technology, but above all created room for further development.

This project is not an end point. Together with Floricode, we will continue to develop the digital foundation so that it can grow with new requirements, standards and developments in the floriculture chain.





A single point of contact for the registration and coding of floriculture products. One organisation that develops and manages standards, enabling all users in the chain – growers, traders, breeders, logistics service providers, auctions and their software suppliers – to exchange commercial, logistics and financial information with one another.

Dutch horticulture is one of the top sectors of the Dutch economy. The sector aims to be a global leader in information management in horticultural supply chains. This requires a focused and decisive organisation such as Floricode, which centrally supports chain information management through registrations, standards and codes.

 [www.floricode.com](http://www.floricode.com)



CoolProfs is a leading OutSystems consultancy, focused on developing complex information systems. Our approach is fully business-driven and covers the entire lifecycle. We are a highly qualified OutSystems (and Gen) partner.

CoolProfs works for innovative organisations such as a.s.r., Maykers, DB Schenker, the Municipality of The Hague, ABN AMRO, Samskip, Stedin and WoningNet – and we do so with pride and pleasure. Our R&D department works closely with our clients and OutSystems Product Management to optimise a DevOps way of working. Our Center of Excellence proposition ensures a holistic and successful low-code rollout.

 [www.coolprofs.com](http://www.coolprofs.com)

