



Maarel Orchids Managed Expansion with Agriware

The Challenge

- Need to manage the biggest orchid grower in the world, producing over 10 million orchids a year across 4 companies
- Manually managed many business processes through the use of excel and spreadsheets, resulting in lack of control and increase in human error
- Needed analytics to include financial integration with other systems
- Multiple systems needed to be integrated as a result of a business acquisition

The Solution

- Leveraged Microsoft Dynamics NAV's flexible interface to integrate existing solutions used by SO Natural and the company that they acquired, Delta Orchids
- Actively involved in the development of the Agriware solution to ensure that it fit the exact needs of a nursery

Client Overview



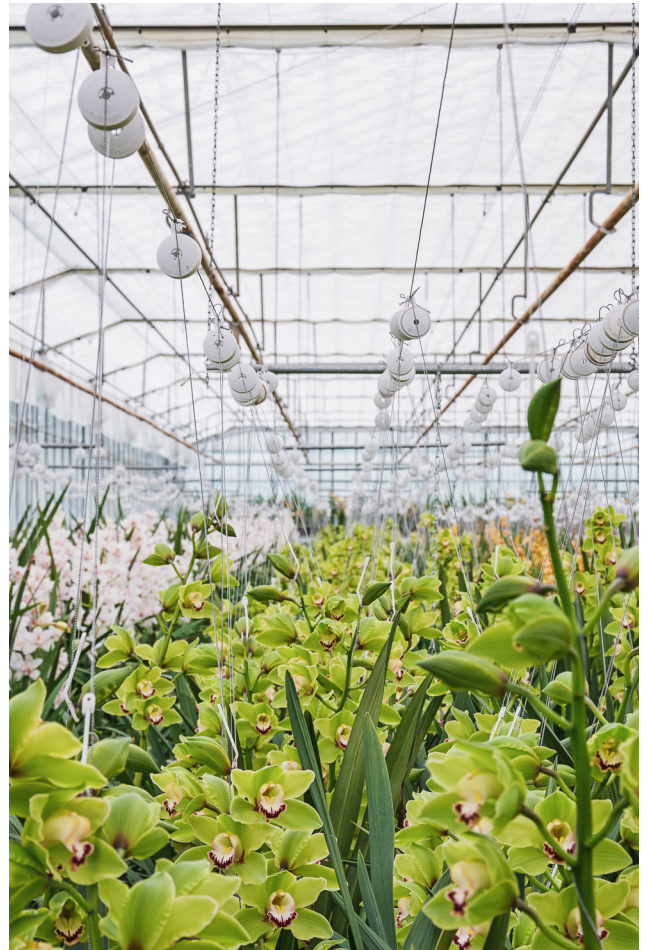
The orchid – in all its beautiful appearances – has been at the heart of the company of Arno and José van der Maarel since 1997. Due to their exceptional dedication, and that of their co-workers, Maarel Orchids has attained a top position over the past few years and is currently leading in the cultivation of the potted Phalaenopsis. Attention to quality, a good eye for special variations, professionalism, but mostly a personal way of doing business, made this company a market leader. The continuity of Maarel Orchids is firmly rooted in four important basic values, the 4 C's.



- Implemented Agriware over time to ensure process alignment and user adoption – latest feature set added was Packing Planning
- Added CRM functionality to communicate with customers directly from the system and streamlines the order through payment process

Client Success

- Through the implementation of Microsoft Dynamics NAV with Agriware, MaarelOrchids received one integrated system that provides one place for more organized data records; one truth
- Information sharing and visibility through integrated systems enabled them to keep customer demand their top priority and respond to it quickly
- Able to transition the business through their initial expansion, continued to grow the business and sales, and the solution supported them through another major expansion without taxing the systems



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