



ICLogistics

Completing the last mile of supply chain integration™

ICLogistics: Supporting Floriculture in OHIO

OVERVIEW

ICLogistics has been working with **The Ohio State University** and the **United States Department of Agriculture** to improve the business of growing plants. ICLogistics Scarborough FairSM solution is providing growers the document and data connectivity capability they need at an affordable price. This means lower costs for the greenhouses and a more efficient industry overall.

Ohio's floriculture industry produces hundreds of millions of plants annually and represents an important agribusiness for the state. Greenhouses range in size from just a few employees and a few thousand square feet to hundreds of employees and acres under roof. Most are family owned and all have the need to transact business, typically purchasing raw materials and selling plants. They sell to wholesalers and/or retailers. Many sell exclusively to wholesalers or retailers and some also own retail operations. Distributors, market makers and other intermediaries play an important role in this industry. Most greenhouse purchase a broad range of supplies like fertilizer, containers, growing media, equipment, etc from distributors and many sell finished products back through these intermediaries' brokerage operations. There is an active market for plants at all points in the growth cycle: seeds, plugs, full bloom, etc.

Weather, timing and the live nature of the products are crucial variables to the floriculture industry. The weather affects growth rates and more importantly demand for the plants. If a grower isn't ready with saleable products at the right time, the plants may have to be discounted for off peak sale or the plants may even spoil and have to be rotated under. Care must be taken with the plants to ensure they are always healthy and presentable to the customer. This can be difficult after they leave the sanctuary of a greenhouse. The spring season is typically a little longer and more forgiving than seasons leading to firm calendar dates like Christmas & Easter. However, demand during these seasons is much less driven by the weather and the plants must be ready for these holidays.

THE SOLUTION

The floriculture industry is taking advantage of Scarborough FairSM technology in two primary ways. First, trading partners are able to send intelligent documents directly to and from each other in a point-to-point fashion similar to sending/receiving a fax. Documents are relayed in milliseconds and have zero marginal cost. The system retains data integrity and any information contained in any document, the quantity ordered or description in a purchase order for instance, is ready for export to other information systems in multiple data formats. Data can also be imported from other information systems or entered manually. This eliminates the need to re-key data saving time, improving productivity, reducing cost and eliminating errors.

The second floriculture benefit area is data visibility. Greenhouses are making information available to their trading partners to mutual benefit. For example, the plant brokers are able to see updated product availability by type and variety of plant. This speeds the business execution and facilitates increased sales. This feature can also be used to communicate aspects of plant quality like root structure, moisture content or blooms per plant.

According to the floriculture users, SF is intuitive and easy to use. The solution adds value for trading partners be they large, medium or small and is very affordable. "Scarborough FairSM is saving them time and money" says John Clendenin ICLogistics President & CEO. "The perishable nature of the products is a very important consideration. We started with this Ohio State project funded by the USDA and now we're seeing follow on sales. Growers have heard about us and more importantly, we have been recommended by the growers who have it installed."

ABOUT ICLOGISTICS

ICLogistics is a "Net-Centric" data and document management software company focused on affordably solving the connectivity and supply chain integration issues plaguing small and medium-sized businesses worldwide. ICLogistics can be found on the web at www.iclogistics.com.