



# Florensis optimizes greenhouse planning with Thinkwise Platform

Apeldoorn, 25 November 2021 – Florensis, a global leader in the breeding of young plants, has selected the **Thinkwise** low-code platform to optimize its planning process. By doing so, the company aims to support the organization's accelerated growth.

Florensis is an innovative, second-generation family business from Hendrik-Ido-Ambacht, founded in 1941. The company has sales offices in the Netherlands, Belgium, Germany, and Poland. In addition, Florensis sells young plants (plugs) from seed and cuttings through agents worldwide. In recent years Florensis has undergone strong growth, including the construction of several modern and sustainable greenhouses and a larger diversity of young plants.

Until now, greenhouse planning has been mainly calculated and carried out in Excel. With increasing volumes, scheduling challenges increased exponentially to the point where Excel was no longer able to meet their needs.

Furthermore, Florensis is making the transition to a data-driven organization meaning it is important to register data unambiguously in one central location. Flexibility is crucial so that progressive insight can be quickly implemented.

The selection procedure, carried out with PWC, involved 13 software vendors. These varied from standard applications to low-code platforms. Ultimately, the Thinkwise platform has been selected as the best-suited solution. After a successful Proof of Value project, Jeroen van Zomeren, IM&ICT Manager at Florensis, was convinced that Thinkwise is the right solution for them: *"By combining the Florensis vision with the Thinkwise low-code platform, we were able to develop the first version of the new planning application within two months."*

Florensis is now starting a training program for its developers. They are going to apply an agile approach to developing software with the Thinkwise Platform. The first project is an application that will enable the company to achieve the best possible planning for all the greenhouses in Europe, based on the right KPIs and parameters. This planning will be visually presented through a 2D overview of the greenhouses.

Bart van 't Klooster, Senior Account Executive at Thinkwise: *"We are proud to be able to welcome such a successful family business as Florensis as our customer. Along with the planning application I fully expect that our low-code platform will also be of added value in other areas within Florensis. We are looking forward to a successful partnership."*

It is expected that the first version of the application will go live before the end of 2021.

## About Florensis

Florensis is an innovative second-generation family business from Hendrik-Ido-Ambacht, founded in 1941 under the name Hamer Plant. The company has a proven track record worldwide as a breeder and supplier of plant material for professional growers. With 2000 dedicated and highly skilled employees from the Netherlands, Europe, and far beyond, Florensis annually produces more than 1 billion young plants from seed, cuttings, and tissue culture. More information: <https://www.florensis.com>