

Successful collaboration of Fleurop AG and BGI Solutions

Fleurop AG is successfully using BGI Solutions' ThematicMapper. The program was integrated as a bidirectional SAP R/3 interface into the company's software system.

How can an incoming order be passed on more efficiently and in a fair way to Fleurop's partners, the professional florists? This was the task for BGI Solutions. To solve it, BGI's ThematicMapper was adapted to the requirements of the flower delivery service and was then integrated into their established software system.

With the help of the ThematicMapper an incoming order of a Fleurop customer can now be analysed by parameters such as distance, assortment and frequency. The solution made it possible to pinpoint a florist with optimized distance and from an exact house number. Therefore it is guaranteed, taking Fleurop's policy into consideration, to deliver a fresh bouquet in the quickest possible way to every customer. Moreover, by usage of ThematicMapper a reasonable and fair way of spreading the orders to the florists was established.

Peter Broschinski, Head of IT, Fleurop AG:

„Together with various visualizing possibilities based on worldwide maps and aerial images, BGI ThematicMapper delivers a very effective additional value for our sales and management processes.“

For more than 100 years Fleurop AG has been and still is the best-known delivery service for flowers. Today about 50 000 partners in 150 countries make up the global Fleurop network. It is Fleurop's policy that every single bouquet is individually handmade by a professional florist and is handed over to the customer in person. More than 25 million floral compliments are delivered worldwide each year.



Peter Broschinski
Head of IT, Fleurop AG

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