



# Q&A | Cut Anthurium Nationwide Auctioning Pilot

Version

4 september 2020

# Contents

|          |  |          |
|----------|--|----------|
| <b>1</b> | <b>Cut Anthurium Pilot: .....</b>  | <b>3</b> |
| 1.1      | Why is Royal FloraHolland launching the cut Anthurium Nationwide Auctioning pilot? .....                                     | 3        |
| 1.2      | How does the cut Anthurium pilot work? .....   | 3        |
| 1.3      | How will the cut Anthurium pilot be implemented? .....   | 4        |
| 1.4      | Why is the cut Anthurium pilot being done with the current IT, while work is also being carried out on a new web clock?..... | 4        |
| 1.5      | What will we be measuring during the cut Anthurium pilot? .....  | 4        |
| 1.6      | How long will the cut Anthurium pilot last? .....  | 4        |
| 1.7      | Which locations will participate in the cut Anthurium pilot?.....  | 4        |
| 1.8      | Can I still purchase on the local clock in Rijnsburg from a different location? .....  | 4        |
| 1.9      | I want to purchase on the nationwide clock from Rijnsburg. Is that possible? .....   | 5        |
| 1.10     | Which buyer card do I need to purchase from the supply on the nationwide clock? .....  | 5        |
| 1.11     | How can I see at which Royal FloraHolland location the supply of cut Anthuriums are located?.....                            | 5        |
| 1.12     | Has the auction group changed? .....   | 5        |
| 1.13     | What time will the auctioning on the nationwide clock begin? .....   | 5        |
| 1.14     | How will the auction sequence be determined? .....   | 6        |
| 1.15     | Are there any changes in my KOA environment that I need to take into account?.....   | 6        |
| 1.16     | How is the inter-location transport arranged in the case of the cut Anthurium Nationwide Auctioning pilot? .....             | 10       |
| 1.17     | What does the cut Anthurium Nationwide Auctioning pilot mean for me as transporter? .....                                    | 10       |
| 1.18     | How do I know what time the transport with my products will be delivered to my (export) location?.....                       | 10       |
| 1.19     | Is the stated time, the time that I will receive the cut Anthuriums in my box? .....   | 10       |
| 1.20     | Will other product groups be participating in the cut Anthurium pilot? .....   | 10       |
| 1.21     | Will I receive a separate invoice for my transactions on the nationwide clock? .....   | 11       |
| 1.22     | How will growers and buyers be informed about the progress of the cut Anthurium pilot? .....                                 | 11       |

# 1 Cut Anthurium Pilot:

## 1.1 Why is Royal FloraHolland launching the cut Anthurium Nationwide Auctioning pilot?

Nationwide Auctioning is one of Royal FloraHolland's most important strategic spearheads. The concrete details of Nationwide Auctioning have not been fixed yet. We are using this pilot in order to learn from it and to apply those lessons to the eventual nationwide auctioning end state.

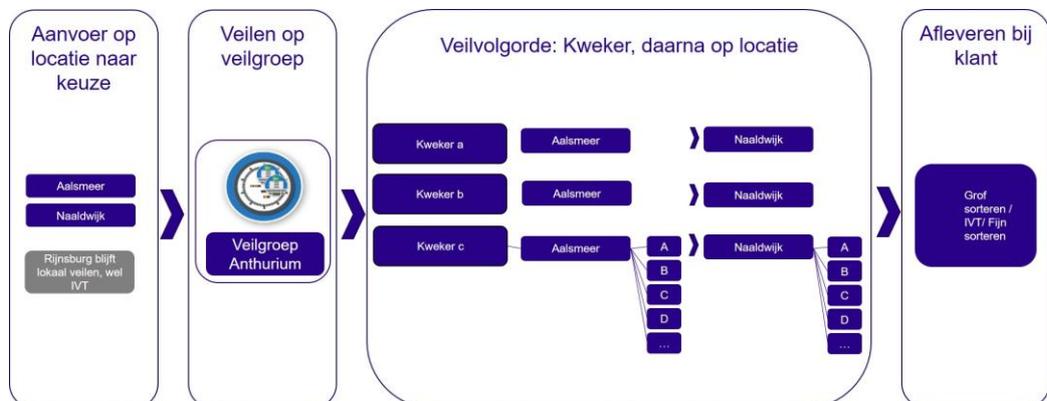
## 1.2 How does the cut Anthurium pilot work?

During the cut Anthurium Nationwide Auctioning pilot, Royal FloraHolland will auction in accordance with the 'Today for Today' concept. The Nationwide Auctioning pilot will start with the cut Anthurium product group. During the pilot, there will be no cut Anthurium auction group on the local clocks of Aalsmeer and Naaldwijk. There is, however, a cut Anthurium auction group in Rijnsburg.

The pilot clock (clock 6) runs within the current auction times of the export clocks. Start time is at 7:10 am (after the first break). The nationwide clock still uses the existing clock systems and software, so that it connects to the current processes. During the pilot, purchasing can only be done by Remote Buying (KOA) and by using the pressing a button for quantities method. Rijnsburg can also purchase via KOA. Clock Presales is normally available.

During the pilot, cut Anthurium growers can choose a supply location themselves and supply according to the normal method. The cut Anthurium supply from Naaldwijk and Aalsmeer will be combined in one auction group in this pilot and auctioned consecutively at group clock 6. The auction sequence will be determined by grower lots. The supply in Aalsmeer will be auctioned first followed by the supply in Naaldwijk per grower.

The cut Anthurium supply is physically present at the Aalsmeer and Naaldwijk locations. The products will be delivered by Royal FloraHolland, as is currently the case. What's new is that during the pilot, we will also be providing transport between the locations. So, if you are buying from Naaldwijk in Aalsmeer, we will bring the products to Naaldwijk. This is also possible the other way round, of course.



### 1.3 How will the cut Anthurium pilot be implemented?

The pilot will be implemented with the current auction systems. These were not originally built for nationwide auctioning. The pilot is therefore not a representative test for the final situation. It can, however, teach us a lot!

With this pilot, we are taking the first steps towards the alignment of certain aspects within the auction, such as one auction time for a product group and pressing a button for quantities. During the Nationwide Auctioning pilot, we will continually be in discussion with participating growers and buyers. We are curious about their experiences and will conduct analyses on our internal processes. We will look, for example, at the pricing, shifts in the supply location and the logistics processes.

### 1.4 Why is the cut Anthurium pilot being done with the current IT, while work is also being carried out on a new web clock?

In spite of the fact that our current IT limits the implementation of the Nationwide Auctioning pilot, there is enough to be learned. A choice has therefore been made to accept the limitations and implement the pilot anyway.

### 1.5 What will we be measuring during the cut Anthurium pilot?

With this pilot, we are taking the first steps towards the alignment of certain aspects within the auction, such as one auction time for a product group and pressing a button for quantities. We will also test parts of our logistics services, such as transport between the locations. Even if this is a different location than where the products were supplied.

During the Nationwide Auctioning pilot, we will continually be in discussion with participating growers and buyers. We are curious about their experiences and will conduct analyses on our internal processes. We will look, for example, at the pricing, shifts in the supply location and the logistics processes.

### 1.6 How long will the cut Anthurium pilot last?

The first phase of the cut Anthurium pilot will last 8 weeks. During the pilot, it will be determined if and when we will expand with other product groups. We will evaluate the pilot after 2 and after 8 weeks.

### 1.7 Which locations will participate in the cut Anthurium pilot?

For now, Naaldwijk and Aalsmeer will be participating in the cut Anthurium Nationwide Auctioning pilot. However, it will also be possible to purchase on the nationwide auction clock via KOA Rijnsburg. We will arrange delivery with inter-location transport for customers who buy at a different location, also to Rijnsburg.

### 1.8 Can I still purchase on the local clock in Rijnsburg from a different location?

Yes. It is possible to purchase from a different location in Rijnsburg by means of KOA. A valid buyer card for the Rijnsburg location is, of course, required here. Contact the KOA help desk for this: +31(0)88 789 89 89

**1.9 I want to purchase on the nationwide clock from Rijnsburg. Is that possible?**

Yes, it is possible. Buyers can purchase on the nationwide clock via KOA from Rijnsburg.

**1.10 Which buyer card do I need to purchase from the supply on the nationwide clock?**

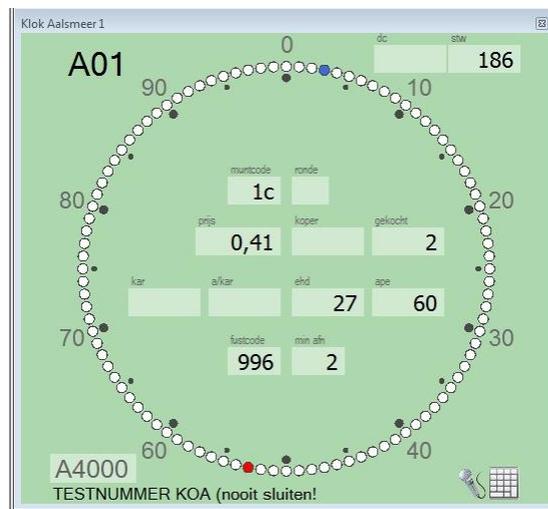
| Location of nationwide clock supply | Buyer card required for: |
|-------------------------------------|--------------------------|
| Naaldwijk                           | Naaldwijk                |
| Aalsmeer                            | Aalsmeer                 |

**1.11 How can I see at which Royal FloraHolland location the supply of cut Anthuriums are located?**

During the pilot, it will be possible to purchase nationwide at group clock 6 at 07:10 am. You can see the supply by selecting the auction group. You will then see Aalsmeer and Naaldwijk in a row.

Cut Anthuriums supplied and physically arranged in Aalsmeer will be specified (in the top left corner) as A06 and for Naaldwijk this is N06.

Lots will be drawn according to grower. The supply in Aalsmeer (A06) will be auctioned first followed by the supply in Naaldwijk (N06) per grower.



**1.12 Has the auction group changed?**

Yes, the auction group for cut anthuriums has changed to 161 (on group clock 6).

**1.13 What time will the auctioning on the nationwide clock begin?**

The auctioning will begin at 07:10 am at group clock 6.

## 1.14 How will the auction sequence be determined?

The auction sequence will be determined by lots at grower level. All supplying growers from Aalsmeer and Naaldwijk will be combined and lots will be drawn as one group. When the sequence has been determined, the supply in Aalsmeer will be auctioned first followed by the supply in Naaldwijk per grower.

## 1.15 Are there any changes in my KOA environment that I need to take into account?

Yes, there are. The KOA software in your system was previously modified in preparation for the first nationwide clock. From 3 September, the cut Anthuriums from Aalsmeer and Naaldwijk will be auctioned together on the group clock C06.

If a grower supplies at both locations, the supply from Aalsmeer will be auctioned first, and the supply from Naaldwijk immediately afterwards.

If you are using card numbers from both locations in your KOA workstation, you can buy from the joint stock at clock C06. If you only have a card number at Aalsmeer, buying will be temporarily blocked when the Naaldwijk stock is auctioned.

**The changes in the KOA environment are:**

### *Card selection (F7 settings)*

Before you begin purchasing on the group clock, it is recommended that you check your card numbers first and set them for nationwide auctioning. You set the card numbers per location in the Card selection tab. You will see that a fourth location has been added, namely Group. You set the desired order of your card numbers under this virtual location. In this case, the first choice is a card number from Aalsmeer, beginning with an A. The following one is a Naaldwijk card number, beginning with an N. Image on the following page.

|     | Aalsmeer | Naaldwijk | Rijnsburg | Concern |
|-----|----------|-----------|-----------|---------|
| 1e  | A2       | N196      | R1059     | A2      |
| 2e  |          |           |           | N196    |
| 3e  |          |           |           |         |
| 4e  |          |           |           |         |
| 5e  |          |           |           |         |
| 6e  |          |           |           |         |
| 7e  |          |           |           |         |
| 8e  |          |           |           |         |
| 9e  |          |           |           |         |
| 10e |          |           |           |         |

If we look in the Clock choice tab, the nationwide clock is displayed as C06. Because we have already set the card numbers under Card selection, it is not necessary to specify a preferred card under Clock choice.

| Sneltoets | Klok | Hoofd/bij-klok | Voorkeurplaat |
|-----------|------|----------------|---------------|
| 1e        | A16  | Hoofdklok      | A2            |
| 2e        | C06  | 1e bijklok     |               |
| 3e        | N01  | 2e bijklok     | N196          |
| 4e        | A04  | 3e bijklok     |               |
| 5e        | A08  | 4e bijklok     |               |

### Filter settings (F4 > F12)

You can build a filter in order to mark lots from the nationwide clock supply. Go to F4 Supply and click on F12 Set Filter. In the line Auction group, click on the button Multi. Type 161 in the search window. A-161 and N-161 will automatically appear on the left-hand side of the screen. Then click on the button with the >> sign and move both groups to the right-hand side of the filter. We now have the stock from both locations in the filter. Save the filter with the name Anthurium LV. But you can choose your own random name yourself.

The screenshot shows the auction software interface. At the top, there are tabs for 'Klok keuze', 'Plaatsselectie', 'Audio', 'Toetsen', and 'Overig'. Below this is a table with columns for 'Sneltoets', 'Klok', 'Hoofd/bij-klok', and 'Voorkeurplaat'. The main window displays filter settings for 'VvV Landelijk Velen'. A dialog box titled 'Selecteer veilgroep' is open, showing a list of product groups on the left and a list of selected groups on the right. The selected groups are 'A-161 Anthurium' and 'N-161 Anthurium'. The dialog box has 'OK' and 'Annuleren' buttons at the bottom.

### Mark supply (F4)

Go to F4 Supply and select the filter Anthurium LV (for example) in the window. The cut Anthuriums from Aalsmeer and Naaldwijk will appear in the overview. You can now mark lots as usual.

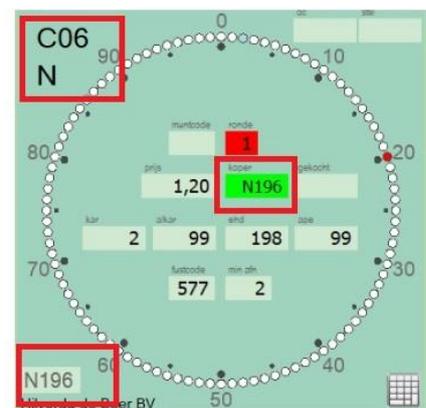
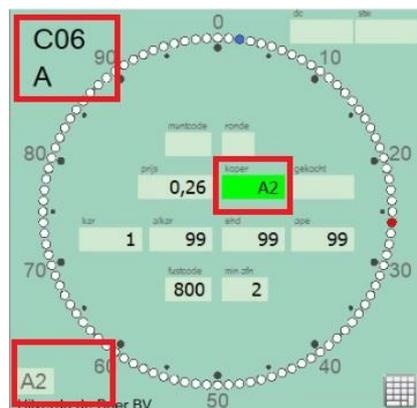
| m                                   | gev | aanv nr | brief  | aanvoerder | product                  | produ...           | vestiging | klok      | volgnr | groepc... | keuromp 1 |
|-------------------------------------|-----|---------|--------|------------|--------------------------|--------------------|-----------|-----------|--------|-----------|-----------|
| <input type="checkbox"/>            | B   | N       | 101031 | 90000Aa    | Xanthu Fiore 1           | ANTH A CHOCO       | 10101...  | Naaldwijk | C06    |           | N-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101031 | 90000Ba    | Xanthu Fiore 1           | ANTH A MOMENTS     | 10101...  | Naaldwijk | C06    | 24        | N-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101031 | 90001a     | Xanthu Fiore 1           | ANTH A CHOCO       | 10101...  | Aalsmeer  | C06    | 25        | A-161     |
| <input type="checkbox"/>            | B   | N       | 101031 | 90002a     | Xanthu Fiore 1           | ANTH A MOMENTS     | 10101...  | Aalsmeer  | C06    | 26        | A-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101034 | 90000Ca    | Xanthu Evanty 2          | ANTH A GEM         | 10101...  | Naaldwijk | C06    | 27        | N-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101065 | 90000Ja    | Xanthu M. Stolk          | ANTH A ROXETTE     | 10101...  | Naaldwijk | C06    | 28        | N-161     |
| <input type="checkbox"/>            | B   | N       | 101065 | 90012a     | Xanthu M. Stolk          | ANTH A ETERNO      | 10101...  | Aalsmeer  | C06    | 29        | A-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101044 | 90000Da    | Xanthu Collectief        | ANTH A PISTACHE    | 10101...  | Naaldwijk | C06    | 30        | N-161     |
| <input type="checkbox"/>            | B   | N       | 101044 | 90000Ea    | Xanthu Collectief        | ANTH A PISTACHE    | 10101...  | Naaldwijk | C06    | 31        | N-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101044 | 90000Fa    | Xanthu Collectief        | ANTH A PISTACHE    | 10101...  | Naaldwijk | C06    | 32        | N-161     |
| <input type="checkbox"/>            | B   | N       | 101044 | 90000Ga    | Xanthu Collectief        | ANTH A TROPICAL    | 10101...  | Naaldwijk | C06    | 33        | N-161     |
| <input type="checkbox"/>            | B   | N       | 101044 | 90006a     | Xanthu Collectief        | ANTH A PISTACHE    | 10101...  | Aalsmeer  | C06    | 34        | A-161     |
| <input type="checkbox"/>            | B   | N       | 101044 | 90007a     | Xanthu Collectief        | ANTH A TROPICAL    | 10101...  | Aalsmeer  | C06    | 35        | A-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101044 | 90008a     | Xanthu Collectief        | ANTH A TROPICAL    | 10101...  | Aalsmeer  | C06    | 36        | A-161     |
| <input type="checkbox"/>            | B   | N       | 101044 | 90009a     | Xanthu Collectief        | ANTH A TROPICAL    | 10101...  | Aalsmeer  | C06    | 37        | A-161     |
| <input type="checkbox"/>            | B   | N       | 101051 | 90000Ha    | Xanthu Bouman Anthuri... | ANTH A GRAND SL... | 10101...  | Naaldwijk | C06    | 38        | N-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101051 | 90000Ia    | Xanthu Bouman Anthuri... | ANTH A SPICE       | 10101...  | Naaldwijk | C06    | 39        | N-161     |
| <input type="checkbox"/>            | B   | N       | 101051 | 90010a     | Xanthu Bouman Anthuri... | ANTH A MIDORI      | 10101...  | Aalsmeer  | C06    | 40        | A-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101051 | 90011a     | Xanthu Bouman Anthuri... | ANTH A SPICE       | 10101...  | Aalsmeer  | C06    | 41        | A-161     |
| <input checked="" type="checkbox"/> | B   | N       | 101035 | 90005a     | Xanthu P. J. van Leeuw   | ANTH A MIDORI      | 10101...  | Aalsmeer  | C06    | 42        | A-161     |

In the column 'Location', you will see if the lot is in Aalsmeer or Naaldwijk. In the column 'Group code', you will see the Auction group from Aalsmeer or Naaldwijk. Note: if you only want to see the supply from one location, adjust the filter. This option is conceivable if you do not have any active card numbers at one of the two locations.

### Buying screen (F1)

If a grower has supply at both locations, the Aalsmeer stock will be auctioned first, immediately followed by the Naaldwijk stock. This order cannot be different for the time being due to the form numbers system. Lots will be drawn randomly according to supplier.

We see C06 in the main clock. That is group clock no. 6. We see the A immediately below. Supply that is at the Aalsmeer location will not be auctioned. If the stock from Naaldwijk is being auctioned, there will be an N there. We also see the location letter at the subsidiary clock. At the bottom left, there is the card number from the corresponding location beginning with an A or an N. We also see the location letter if a purchase is made.



If you do not have a card number at Naaldwijk, for example, the clock will temporarily turn grey as soon as Naaldwijk stock is being auctioned. You will then temporarily be unable to buy at that location. As soon as a lot from Aalsmeer is being auctioned, the clock will be coloured again and you can buy once again. This applies the other way round too.

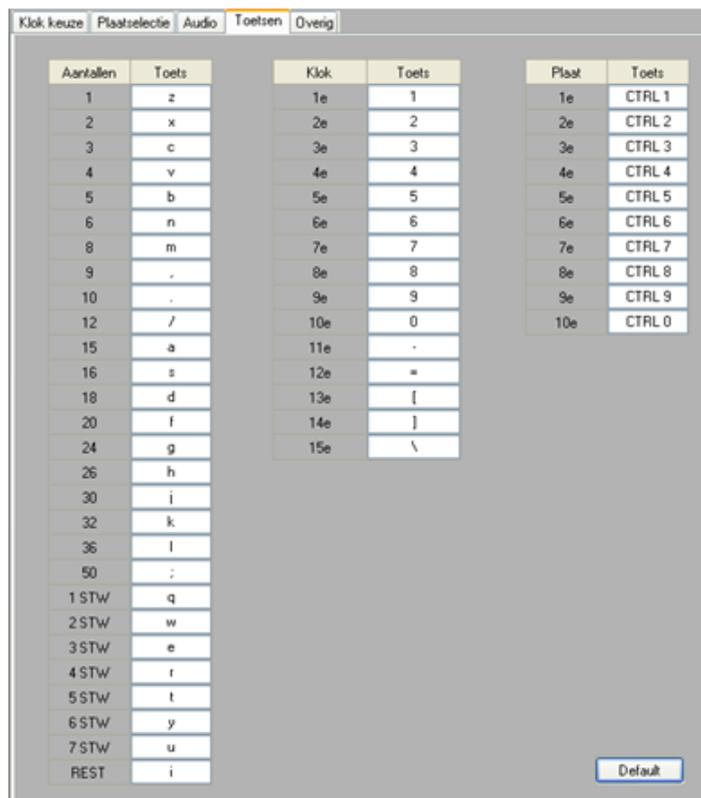
The most recently used buyer card will be saved per location on a Nationwide Auctioning clock (therefore the most recent one for Aalsmeer and the most recent one for Naaldwijk). This will be immediately selected if the location of the lot being auctioned changes in the event of a lot switch. If you select the Aalsmeer buyer card while there is a Naaldwijk lot

being auctioned, buying will be blocked and this card will become active immediately in the event of a lot switch to Aalsmeer. The same applies the other way round.

Finally a column with the location is added in the KxP (upcoming lots). Herein you will see whether the upcoming lots are from Naaldwijk (N) or Aalsmeer (A). This column can be moved forward. By saving this layout, this will be visible at that place henceforth.

**Buying screen, pressing a button for quantities (F1)**

It is only possible to purchase on this nationwide clock by pressing a button for quantities via your keyboard. This also applies, therefore, to the supply at Aalsmeer. Make sure that you have stickers with numbers. If you do not, please contact our Service Desk. Below you will see the layout of the numbers on the keyboard. If the layout is different because you are working from abroad with a non-NL/US layout, check the keys under F7 Settings > 'Keys' tab.



**Purchasing Agreement (F2)**

You will find your purchases under Purchasing Agreement (F2). We also see the card number of the location and clock C06 here.

| Bestand |       | Beeld  |           | Koop (F1)        |                           | Koopovereenkomst (F2) |      | Markering (F4) |     | Instelling (F7) |    | Klok overzicht (F8) |    |    |       |       |       |       |       |
|---------|-------|--------|-----------|------------------|---------------------------|-----------------------|------|----------------|-----|-----------------|----|---------------------|----|----|-------|-------|-------|-------|-------|
| zetel   | koper | aantal | prod code | product          | aanvoerder                | ape                   | prjs | klok           | ust | S1              | S2 | S3                  | S4 | kw | neg 1 | neg 2 | pos 1 | pos 2 | pos 3 |
| 6862    | N196  | 5      | 15626     | Zinnia Lil White | Testnummer klok (niet slu | 99                    | 0,53 | C06            | 577 | 80              |    |                     |    | A2 | 123   | 456   | 9     |       |       |
| 6862    | A2    | 4      | 12726     | Zinnio Zamifolia | Testnummer klok (niet slu | 4                     | 0,54 | A16            | 732 | 19              | 30 | 2                   | 8  | A2 | 456   |       | 1     |       |       |
| 6862    | N196  | 5      | 15626     | Zinnia Lil White | Testnummer klok (niet slu | 99                    | 0,52 | C06            | 577 | 80              |    |                     |    | A2 | 123   | 456   | 9     |       |       |
| 6862    | A2    | 4      | 12726     | Zinnio Zamifolia | Testnummer klok (niet slu | 4                     | 0,46 | A16            | 732 | 19              | 30 | 2                   | 8  | A2 | 456   |       | 1     |       |       |
| 6862    | A2    | 4      | 12726     | Zinnio Zamifolia | Testnummer klok (niet slu | 4                     | 0,49 | A16            | 732 | 19              | 30 | 2                   | 8  | A2 | 456   |       | 1     |       |       |
| 6862    | N196  | 5      | 15626     | Zinnia Lil White | Testnummer klok (niet slu | 99                    | 0,50 | C06            | 577 | 80              |    |                     |    | A2 | 123   | 456   | 9     |       |       |

### **1.16 How is the inter-location transport arranged in the case of the cut Anthurium Nationwide Auctioning pilot?**

During the cut Anthurium Nationwide Auctioning pilot, Royal FloraHolland will also arrange the transport of the purchased products between the export locations. So, if you are buying on the nationwide clock from Naaldwijk in Aalsmeer, we will bring the products to Naaldwijk. This is also possible the other way round, of course. This means that during the pilot, you won't have to organise transport for these products between the locations yourself.

### **1.17 What does the cut Anthurium Nationwide Auctioning pilot mean for me as transporter?**

During the pilot, Royal FloraHolland will take care of the transport between the locations of the cut Anthuriums sold. Did you previously transport cut Anthuriums for buyers? In that case, the EKTs of the products sold will remain visible. Unfortunately, we cannot adjust this during the pilot.

### **1.18 How do I know what time the transport with my products will be delivered to my (export) location?**

You can follow the transport of your purchased products live. You can do that via these links:

- To Aalsmeer: <https://arrivaldisplay.simacan.com/sd/9002>
- To Naaldwijk: <https://arrivaldisplay.simacan.com/sd/9001>
- To Rijnsburg: <https://arrivaldisplay.simacan.com/sd/9003>

Select the link for your location Aalsmeer, Naaldwijk or Rijnsburg and use the following login details:

User name: Royal\_floraholland  
Password: Royalfloraholland2020

As soon as you are logged in, you will see the transport to your location. The delivery time is the expected arrival time of the truck at the Royal FloraHolland location in question. After arrival at the Royal FloraHolland location, the cut Anthuriums will be sorted further and delivered to your box. Allow for a maximum lead time of 2 hours.

### **1.19 Is the stated time, the time that I will receive the cut Anthuriums in my box?**

No. The delivery time is the expected arrival time of the truck at the Royal FloraHolland location in question. After arrival at the Royal FloraHolland location, the cut Anthuriums will be sorted further and delivered to your box. Allow for a maximum lead time of 2 hours.

### **1.20 Will other product groups be participating in the cut Anthurium pilot?**

We are starting the Nationwide Auctioning pilot with the cut Anthurium product group. During the pilot, we will determine which follow-up steps are possible to adapt or expand

the pilot. We will also determine then whether we will expand the pilot with an extra product group or product groups.

**1.21 Will I receive a separate invoice for my transactions on the nationwide clock?**

No, the transactions from this clock can be found on the normal product invoice and the clock invoice.

**1.22 How will growers and buyers be informed about the progress of the cut Anthurium pilot?**

Growers and buyers will be informed via various channels about the cut Anthurium Nationwide Auctioning pilot.

- Via the Royal FloraHolland newsletter;
- Via news on royalfioraholland.com;
- Via the cut Anthurium product newsletter;
- Via the KOA newsletter;
- Via the LinkedIn page of Royal FloraHolland;
- Via the Customer Contact Center, Account Management, Auctioneers.