



From 2 November, it is possible to purchase with Remote Buying (KOA) only

Switch now from auction room desk to Remote Buying Workstation

At the end of this year, we will take the next step in the digital transformation of the floriculture industry. By the end of 2020 at the latest, all transactions on the Royal FloraHolland marketplace will take place digitally.

We are also taking the first step towards Nationwide Auctioning. With Nationwide Auctioning, we're concentrating supply and demand. In order to continue offering you access to the broadest and deepest range of flowers and plants, and to prepare you for the switch to the nationwide digital clock, it is important that you switch to the Remote Buying Workstation before 2 November.

We would be happy to help you with this switch!

What is a Remote Buying Workstation?

With a Remote Buying Workstation at one of the auction rooms of Aalsmeer, Naaldwijk, Rijnsburg and (from 21 September) Eelde, you can bid for the largest assortment of flowers and plants on the clock. In this way, you can physically bid at multiple clocks at the same time with all modern facilities. You can do this from your own purchasing station.

The benefits of a Remote Buying Workstation:

- You receive all supply information from the location(s) with which you do business in advance.
- In the future, you will be able to purchase on the digital national clock. A pilot with the cut anthurium product group will start on 3 September.
- You save time with smart filtering and saving of your favourite products and/or suppliers.
- You can inspect a maximum of 15 clocks of your choice.
- You can easily save all your transactions for later perusal.

From auction room desk to Remote Buying Workstation in 4 steps

1 To use a Remote Buying Workstation, you need your own laptop with Windows 10 and a USB headset with a microphone. You can purchase these from your own supplier or from Royal FloraHolland's Digital Clock Support.

- 2** Request your Remote Buying Workstation from Royal FloraHolland's Digital Clock Support. They will arrange a Remote Buying (KOA) subscription and a Marketplace Network KOA connection for you.
- 3** Digital Clock Support installs the KOA software on your laptop. You can bring the laptop to our 'Operations Dealmaking' department at a Royal FloraHolland location, or install Teamviewer (free of charge) so that Digital Clock Support can install the KOA software remotely.
- 4** Following installation of the KOA software, we would be happy to help you on your way with a short explanation of the KOA application. Would you like to go through the instructions again? There are instruction videos on our website in which KOA is explained step-by-step.

The installation of KOA software on your laptop takes 3 working days.

What does a Remote Buying Workstation cost?

A Remote Buying Workstation costs this year € 72,64 per month*. That is including the KOA subscription and the Marketplace Network KOA connection. Furthermore, you must have a laptop with a headset with a USB connection and microphone.

*Rate does not include a Remote Buying (KOA) discount rule. If turnover of at least € 5,000 per Remote Buying (KOA) connection is achieved in 2020, you will receive a discount of € 180,- per connection at the end of the year. The rate for 2021 is not yet known.

More information

Would you like to know more about a Remote Buying Workstation or installing it on your PC? Please read the frequently asked questions on our website or contact Digital Clock Support on +31 (0)88 - 789 89 89 (option 2).

The colleagues from Digital Clock Support are available 5 days per week at the Aalsmeer, Naaldwijk and Rijnsburg locations. They will be happy to assist you with the installation of KOA on your PC. Remote installation is also possible.



Flowering the world.