



# Work faster and smarter

Use data for business control, react to market movements and waste reduction



wdd



# We do data

Discover the power of data at WDD.

Our team of data experts and developers has been building since 2016 on the most powerful data platform for floriculture and fresh produce companies.

Een blik op WDD



**6+ jaar**

Het eerste data-bedrijf gespecialiseerd in sierteelt en AGF



**100+ klanten**

AGF en sierteelt bedrijven actief in 46 landen



**20+ specialisten**

Datawetenschappers, ontwikkelaars en consultants

# Keep in control

Do you want to know when a product has a low margin for certain customers? If a supplier repeatedly delivers poor quality? Or price differences between direct and webshop sales?

Being aware enables you to take action!



## Work faster

Only direct your focus to areas that need attention



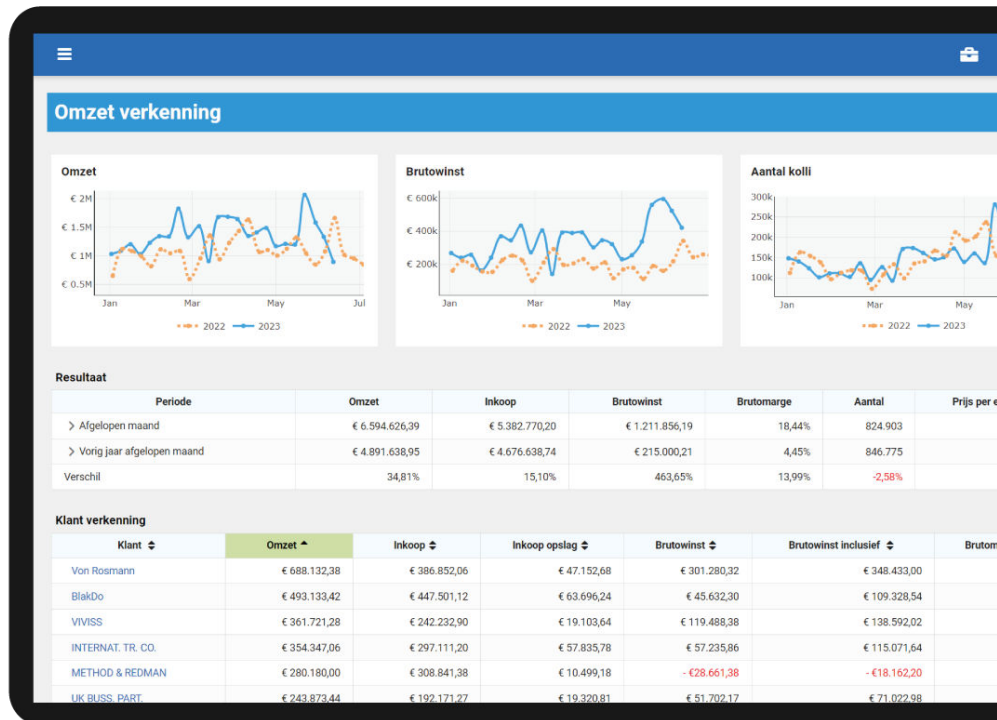
## Work smarter

Simplified purchase and sales applications



## Easy to start

Start with a ready-to-use system, no IT required



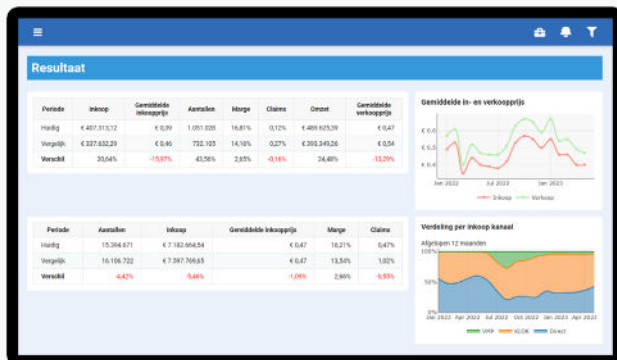
# Procurement support

## Insight in your category

Boost procurement efficiency with enhanced category insights!

Discover cost-saving opportunities, negotiate better contracts and match supply and demand.

- (Personal) results and reports
- Category and product insights
- Procurement improvement alerts
- Product management
- Supplier management
- Purchasing optimization



## Improved results

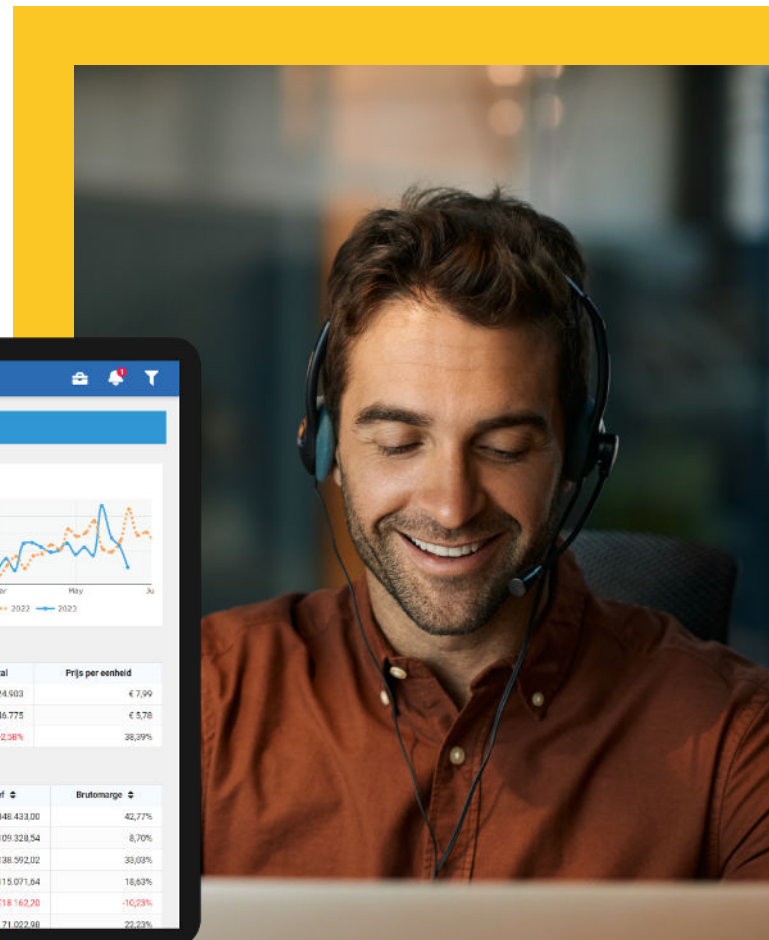
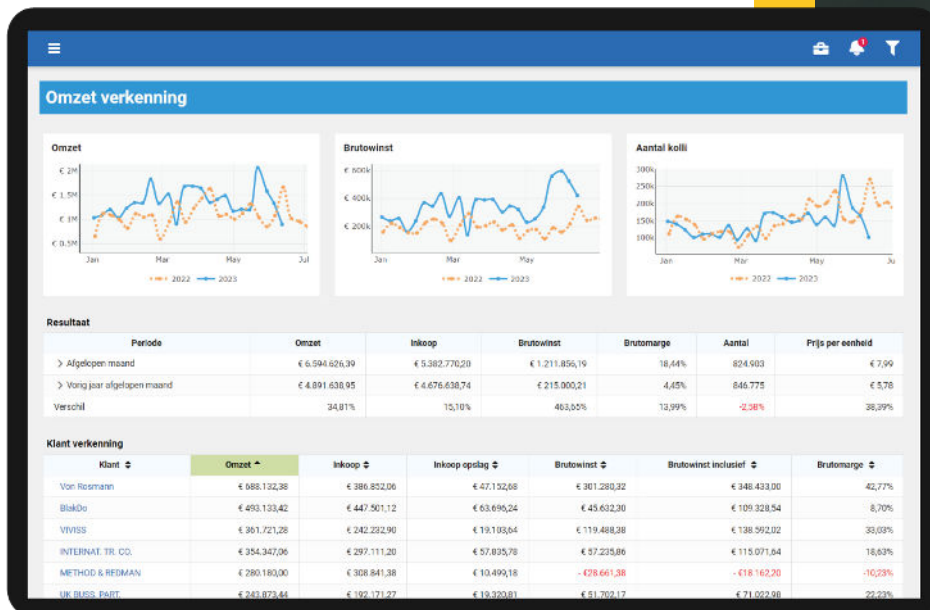
Take corrective actions and reduce negative margin impact

- Reduce waste
- Optimize stock
- Avoid cutting prices

# Match supply and demand

Limited demand insight leads to inventory, financial and customer challenges. Use full service WDD procurement assistant to buy easier with less preparation time.

- Insight in current stock levels
- Current and expected customer orders
- Average market prices
- Procurement advice



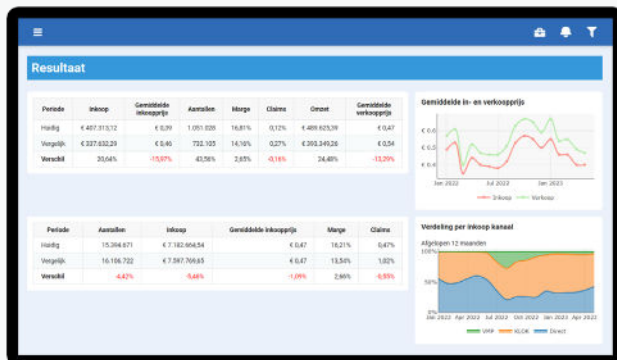
# Increase sales

## Insight in procurement results

Lack of insight leads to missed opportunities, pricing problems and reduced competitiveness.

Get insight into you customers and increase results.

- Customer results and reports
- Customer profiling and behaviour
- Cost price of profitability calculation
- Setting budget and targets
- Load carriers management
- Shelf life warnings



## Improve customer results

Increase the overall and individual customer results

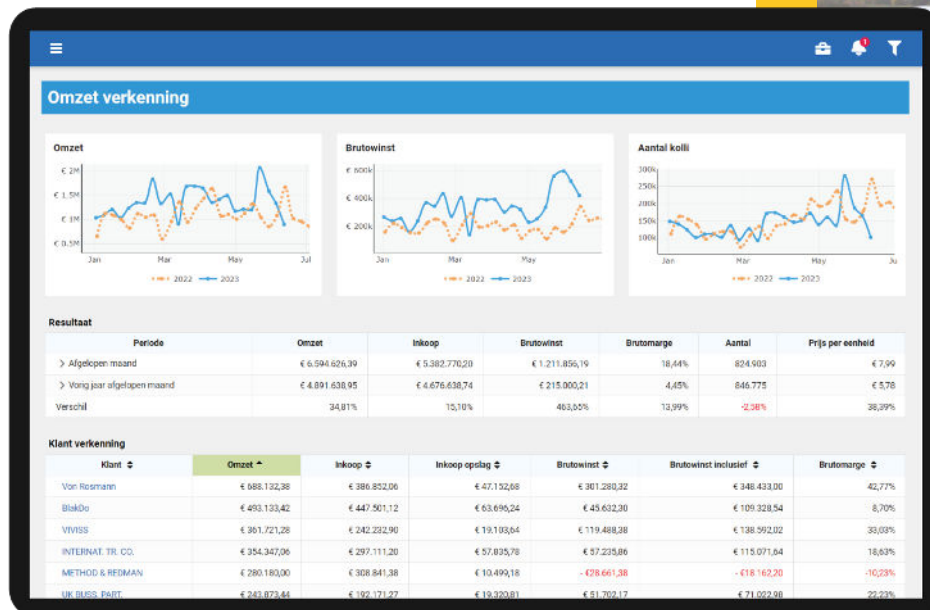
- Reduce low margin products
- Know when customers don't buy
- Optimize sales channels

# Adapting to market developments

Navigate market movements with insight makes it possible to react to market supply and demand adjustments.

By staying agile and using critical market information through WDD market information system, you will be able to anticipate on market dynamics and make better deals.

- Price trends and forecast
- Market demand forecast
- Retail promotion's
- Im- and export flows
- Local meteo and situational information



*Improve performance and  
support workers with data*



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