



# Experiences and Lessons learned from the End-user perspective



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# Mission Statement

Enabling competencies and capabilities

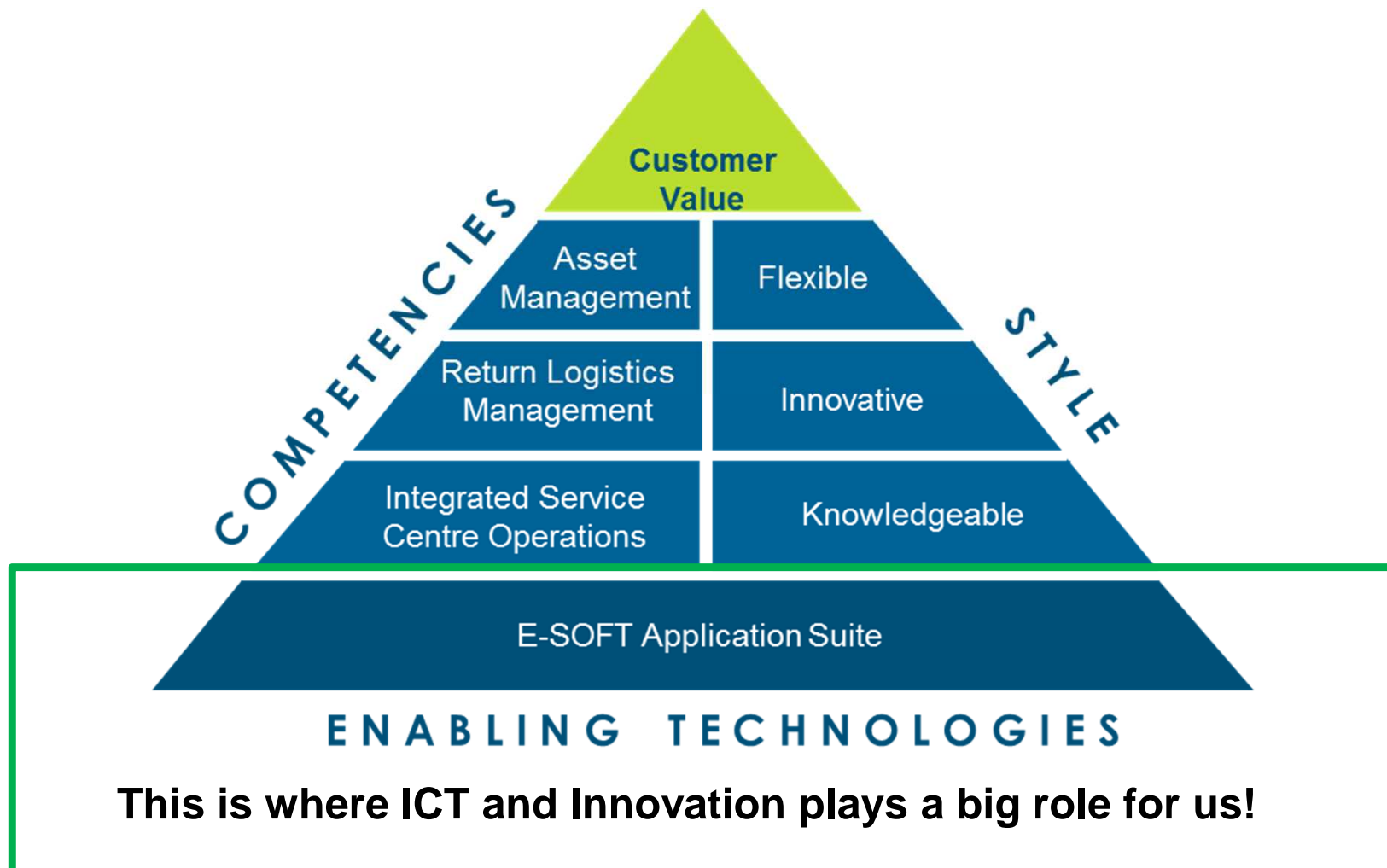
- Founded on initiative of Grower Associations 20 years ago
- European market leader in 6 countries
- Presence in 9 countries
- Key partner for the top Retail groups in Europe
- High understanding of the Fresh Supply Chain in terms of produce, technology, customers, retailing, and their needs
- Best product on the market, guaranteed availability, highest hygiene standards and logistics depots near you.
- Flexibility in execution
- Performance in management systems and IT service for asset management

# Our core business

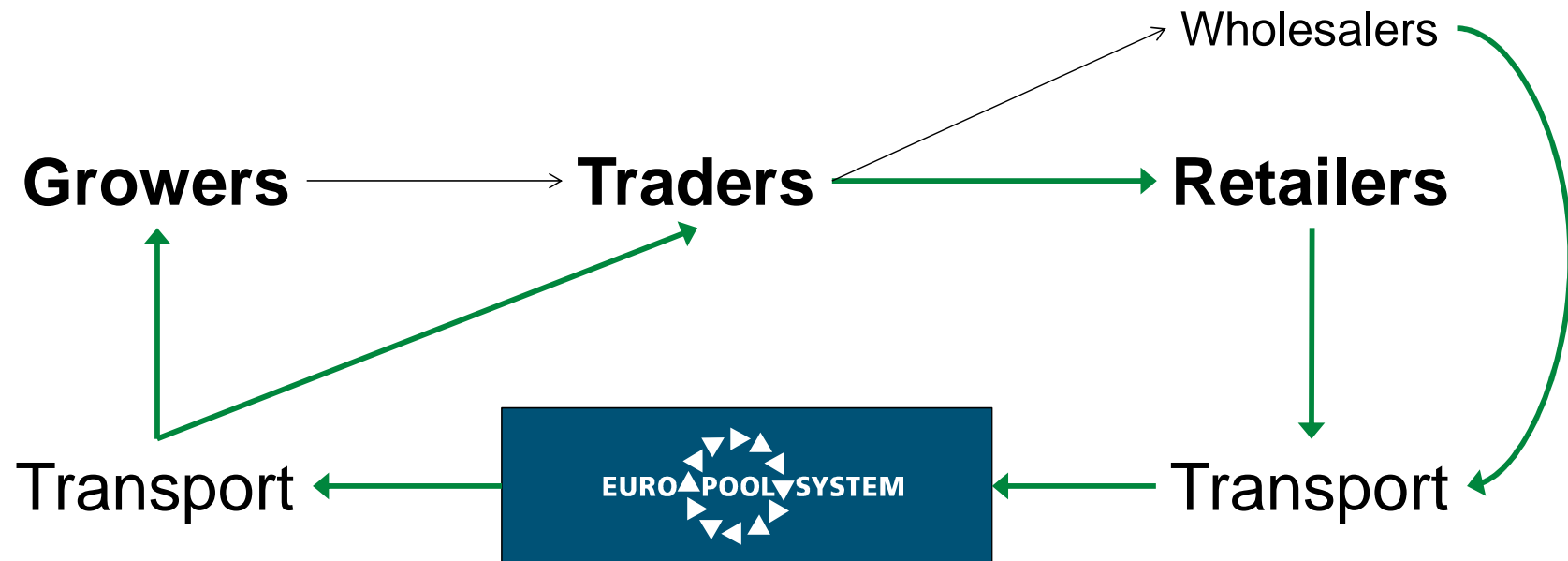


700 + million moved Trays a year

# Strategy – Creating Customer Value

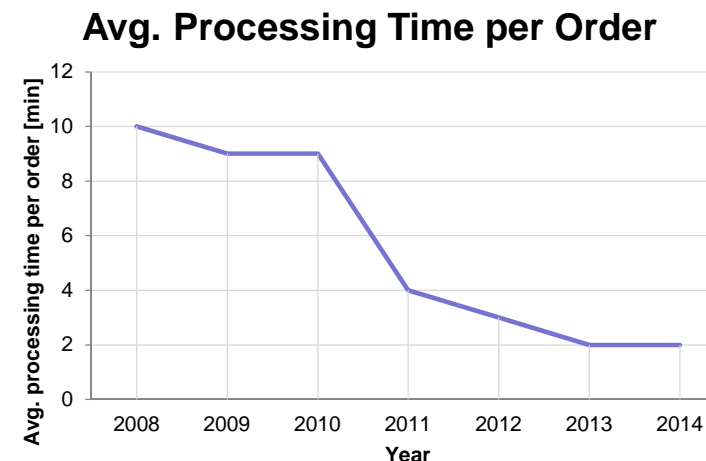
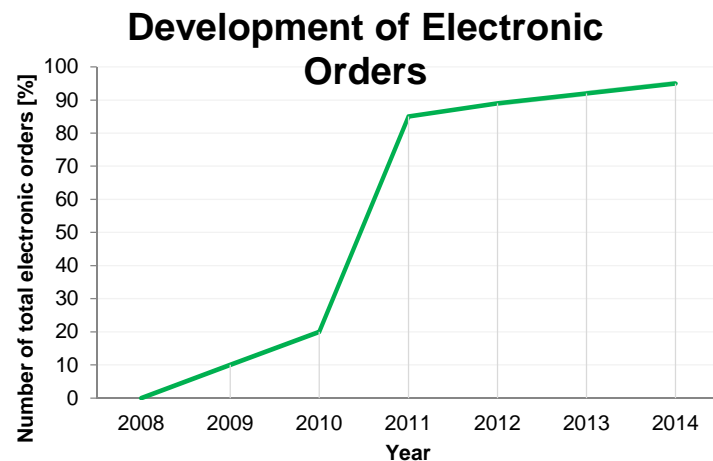


# Top Challenge



- High number of participants
- Complex flows involving more than 2 external parties
- Many particularities when Transport is involved

# Historic Example: Electronic Ordering



- Starting Point of every Flow is an order somewhere
- Introduction of web-based Customer Portal in 2008
- Electronic Information exchange drastically reduces efforts!

**Repeat it! But where to start?**

# What's next?

In which other areas can we make such a change?

What are the core topics for the sector?

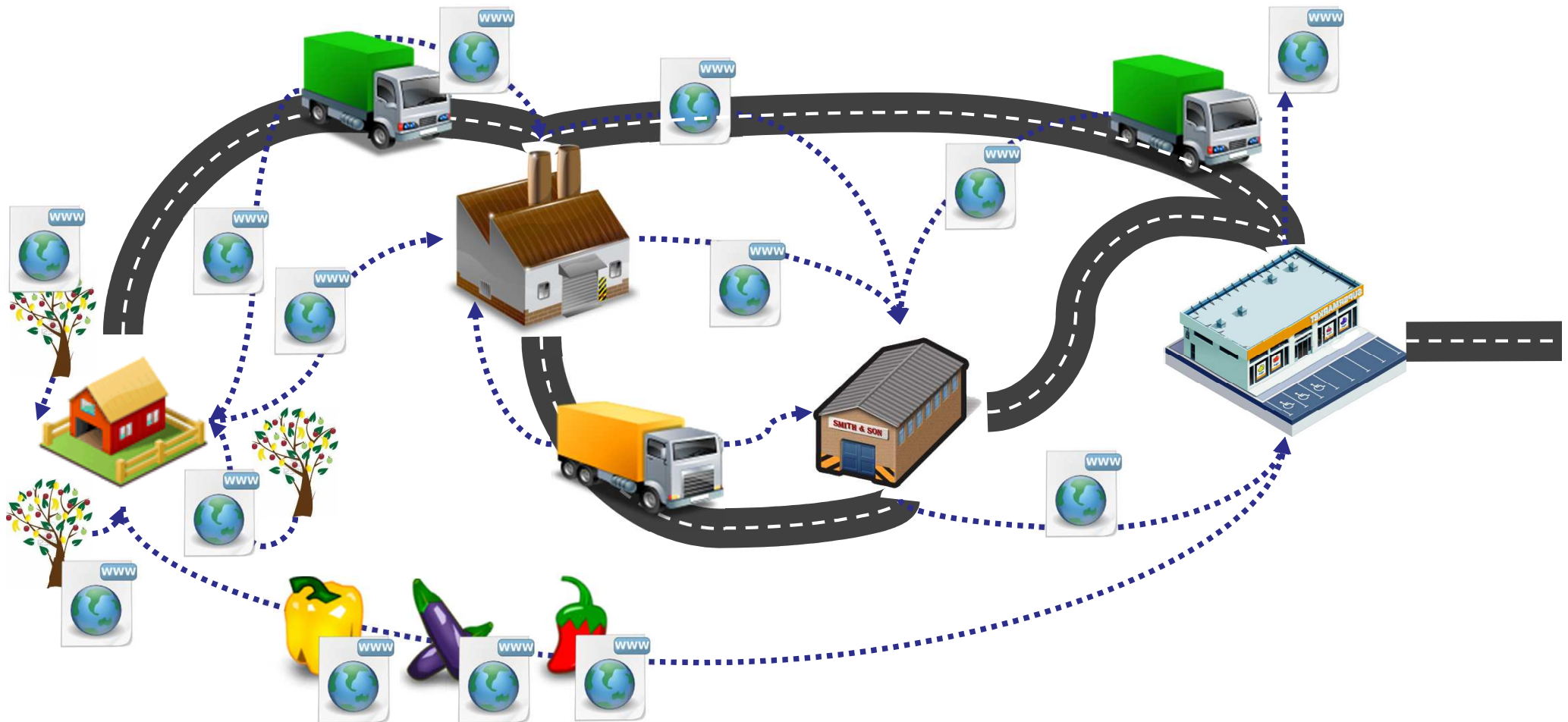
Collaborative Services! But for whom?

How to empower and integrate SMEs?

How do we get data on....? And in what format?

What do we do with all the data?

# Our Vision of the Future Internet empowered Fresh Supply Chain





# Our Vision of ‚Future Internet‘

- High-speed Internet infrastructure in rural areas
- Regulations that allow uptake of new technologies
- Intelligent ways for connecting companies
  - Increase and easier B2B Data Exchange
  - Better data quality and availability
- Innovative Services in combination with our products (Product – Service – Combinations)
  - Uptake of our Barcodes for Innovative Applications
  - Flow-related Services that support the Sector
- Light-weight Tools & Apps for the Business Area
- New systems (e.g. Flspace) that enable fast on/off B2B information exchange without big interface development projects



# Our next points on the agenda...

Future Internet driven solutions for:

- Asset Management
  - Further increase availability of our trays
  - Maintain quality of the pool
  - Increase effective facilitation of our pool
- Transportation
  - Investigation of railroad transportation
- Internet of Things Solutions
  - Use the barcode on our trays for innovative services

# Finish – A big chance for the Sector

- 4.8 Mio. Euro for the development of innovative software applications!
- Specifically for our sector with extremely nice conditions and 100% funding!
- We want to see your idea of a smarter supply chain!
- Competition for the best ideas in Europe
- Support for Winners – Access to Business Communities
- Companies that are willing to invest in good solutions that save effort and ease B2B collaboration!



# Thank you very much! Questions?

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