



Press Release

Source: Innovative Technologies

Riverview Flower Farm Goes Live with GrowerLive

GrowerLive is put into action as Riverview Flower Farm rolls it out for use.

November 2007

“Grower Live - The Framework that gives us Order, Direction and Total Control”

Rick Brown

Riverview Flower Farm

Riverview, FL: Riverview Flower Farm of Riverview, FL has recently begun using GrowerLive to help improve their management of their pay-by-scan inventory.

Rick and Dave Brown, co-owners of Riverview Flower Farm, have been working side by side with Innovative Technologies Group, a software development company, for the past 10 years growing and developing a system that has now been transformed into GrowerLive.

Rick Brown describes how GrowerLive improves the business processes of Riverview Flower Farm. “The system Inntec built allows us to process and track 500 orders we deliver to 120 Retail Garden Centers stores in Florida each week. The shipping manager inputs availability for each week and processes, packs and loads the trucks with the orders he receives from the 2 Order Entry Managers. These Managers are working with the Dashboard front end of the database. They compare and analyze the actual daily sales imported to the system from the Retail Garden Centers EDI sales reports, the inventory in the store entered from the driver or merchandiser at the store, pictures taken by this same person, the weather forecast and the current calculated rates of sale. Orders are placed with the knowledge of what must be sold and how to distribute the product effectively. The orders flow to picking tickets, packing schedules, truck assignments and routes that can be manipulated when needed with drag and drop ease. The assignments are automatically uploaded to drivers and merchandisers PDA’s so they know what they are scheduled for on the next day.”

Finally, Dave Brown states, “Inntec has built a reliable system that meets all of our needs, is easy to use and is scalable to all size businesses.”

To find out more go to growerlive.com.

ABOUT INNOVATIVE TECHNOLOGIES: Based just outside Tampa, FL, Innovative Technologies primarily develops Business to Business applications. They have long term relationships with a wide variety of industries including over 12 years in the grower and live goods industry. For more information visit inntec.com or growerlive.com.

ABOUT RIVERVIEW FLOWER FARM: Based in Riverview, FL, Rick and Dave Brown, founders of the Riverview Flower Farm, set a goal to make gardening in Florida easier. They took plants that people were successful with in Florida and over the years combined them into some cohesive package and called them “Florida Friendly Plants.” Stretching out over 127 acres at three locations, Riverview sells its plants exclusively at Home Depot through a consignment process called vendor-managed inventory.