



Press Release

Source: Innovative Technologies

Riverview Flower Farm Uses GrowerLive with Record Savings in First Quarter

Web based application offers increased efficiency for growers everywhere

April 2008

Riverview, FL: Riverview Flower Farm has recently reported record savings in their first quarter with the help of GrowerLive, an Enterprise-class inventory management tool for the horticulture industry.

There are many features in GrowerLive that have proven to be beneficial to Rick Brown, co-owner of Riverview Flower Farm. He says, "Some of the most beneficial features are reducing shrinkage, effortlessly stocking the rate of sale, maximizing Home Depot profits using VMI, providing 24/7 remote access from anywhere and optimizing shipping containers required for each order."

GrowerLive has also helped increase the efficiency of his office procedures. "We actually reduced our accounting input process from 30 hours to 10 minutes per month. It even instantly identifies missed Home Depot scans," says Rick Brown.

Mr. Brown has determined that GrowerLive has improved his bottom line by over \$1 million and has played a major role in the success of his company. He mentions, "We watched two primary bedding plant suppliers have the wheels fall off under pay by scan. What they did wrong, from my perspective, was inefficiently supply and undersupply at production and store level. Can growers, especially big corporate growers, survive pay by scan without supplying to the rate of sale?"

Rick Brown speaks highly of Innovative Technologies, the creator of GrowerLive, "Inntec has built a reliable system that meets all of our needs, is easy to use and is scalable to all size businesses. The 5000 hours of research and development that Inntec put into this project has really paid off for me. The end product we have today is the result of their willingness and capability to think through system needs and then follow through to achieve the most cost effective solutions."

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.