

Stimulating e-Business adoption

An exploratory study in Dutch pot-plant supply chains

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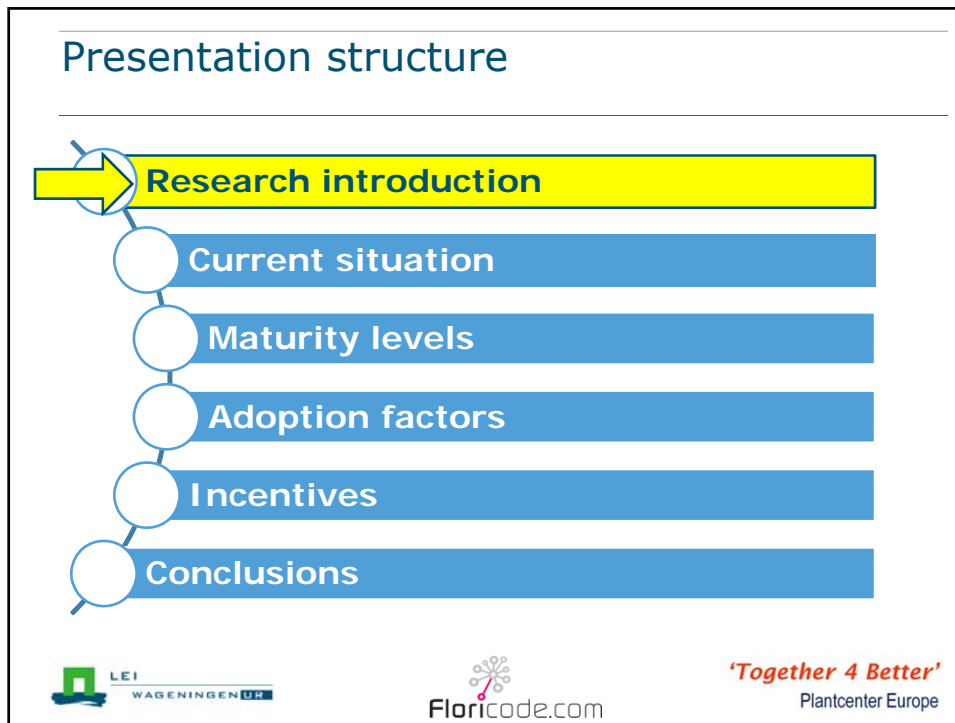
Smart Agrimatics International Conference, 18-19 June 2014, Paris



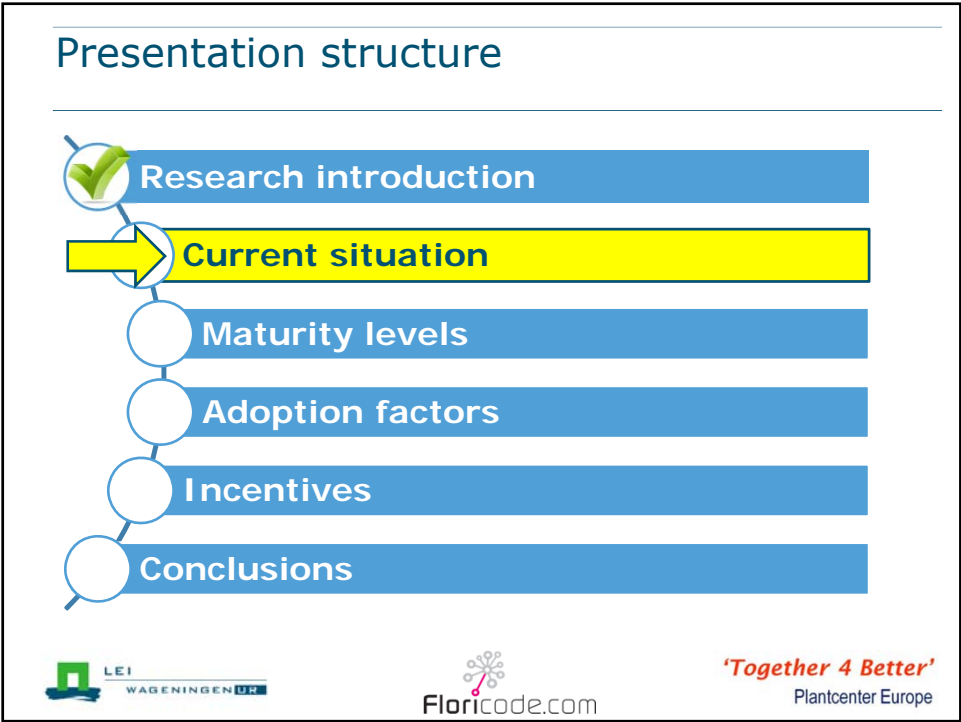
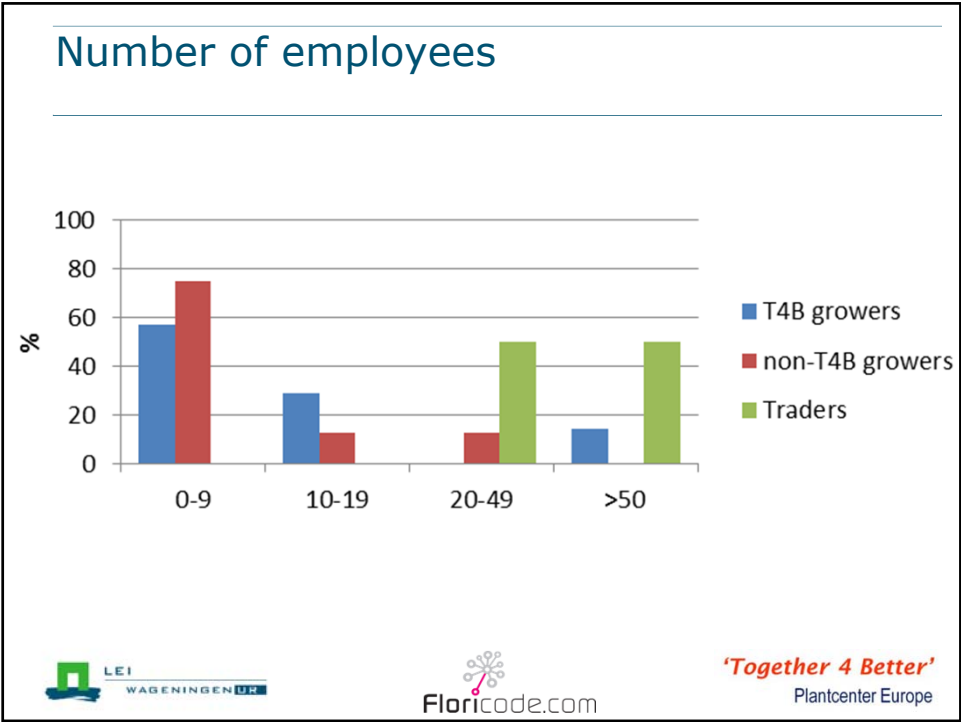
Together 4 Better: '100% eBusiness'

- Platform for Dutch pot plants growers and traders to:
 - exchange their experiences
 - cooperate to solve problems and issues
 - improve the use of standards in the daily processes
 - increase the number of participants
- The goal is to realise '100% e-business'
 - Enlarge the use of the different standards in the supply chain for Commercial, Logistic and Financial processes
- Current participants:
 - over 150 growers
 - 5 exporters in the Naaldwijk region
 - FloraHolland, Floricode, Plantform, Greenport Logistics, Wageningen UR



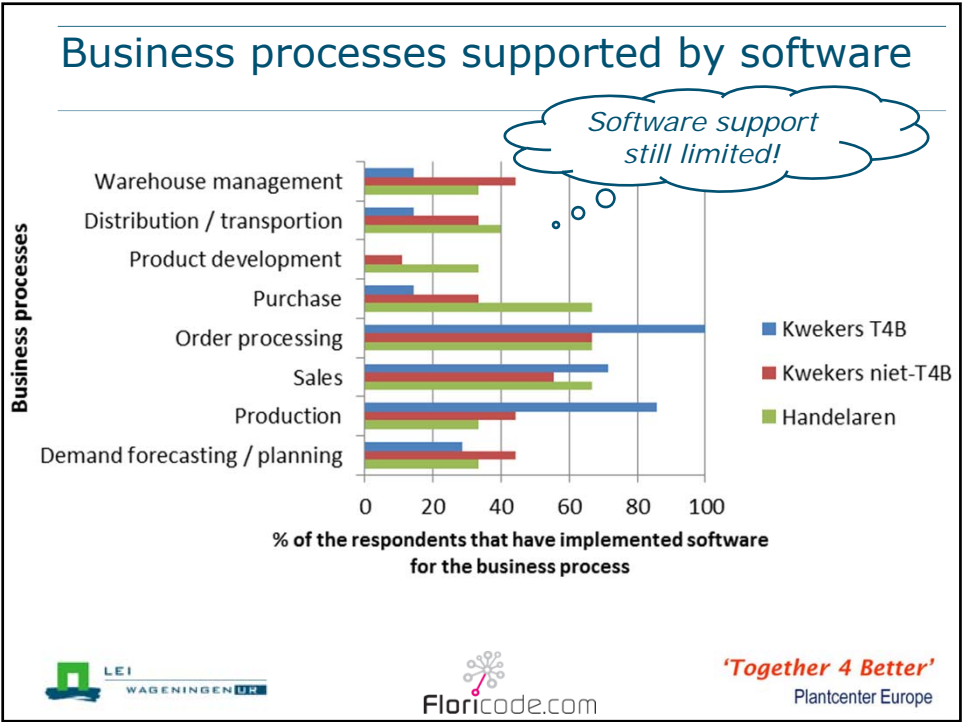
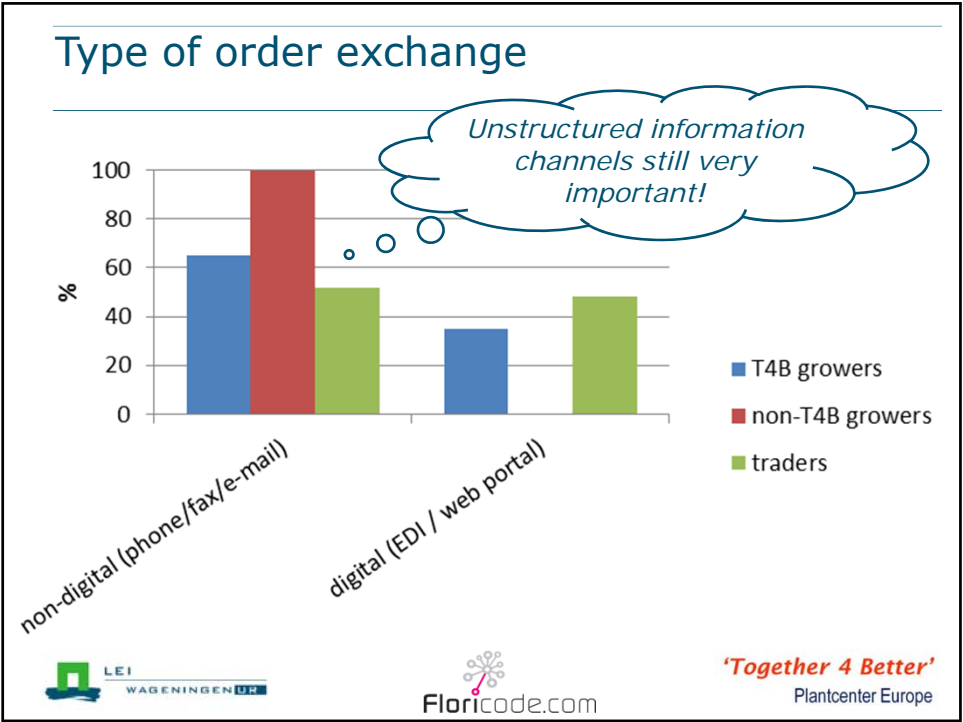


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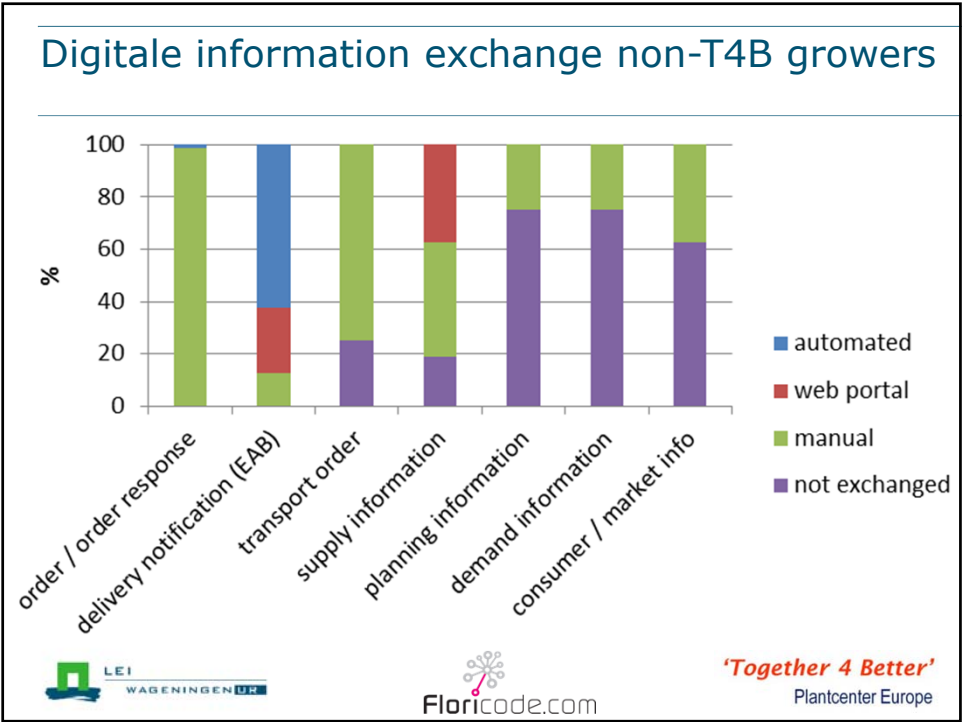
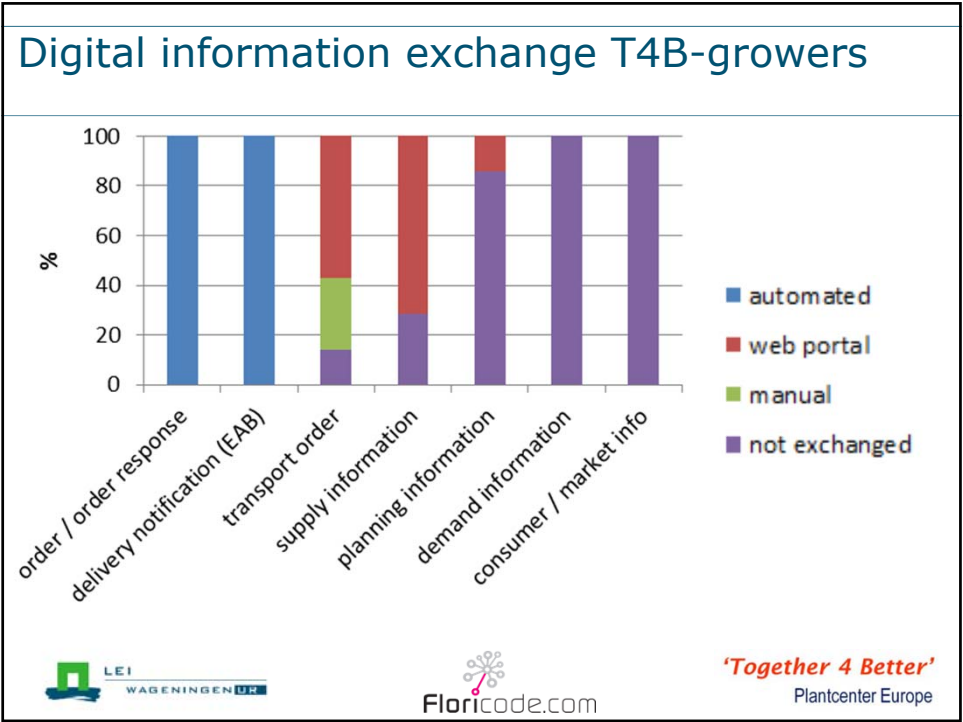
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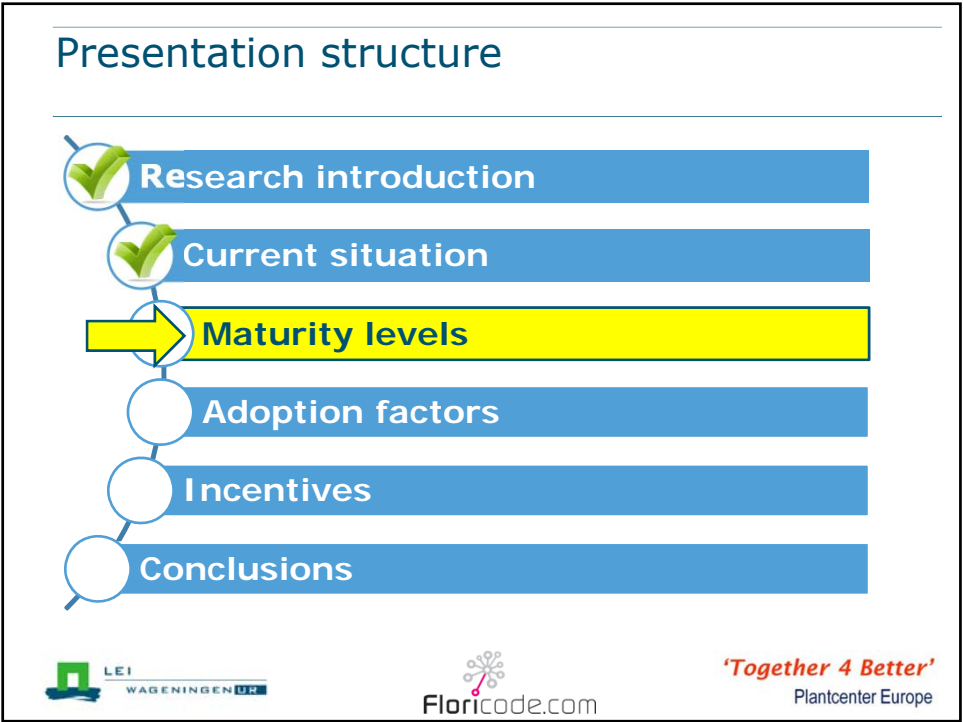
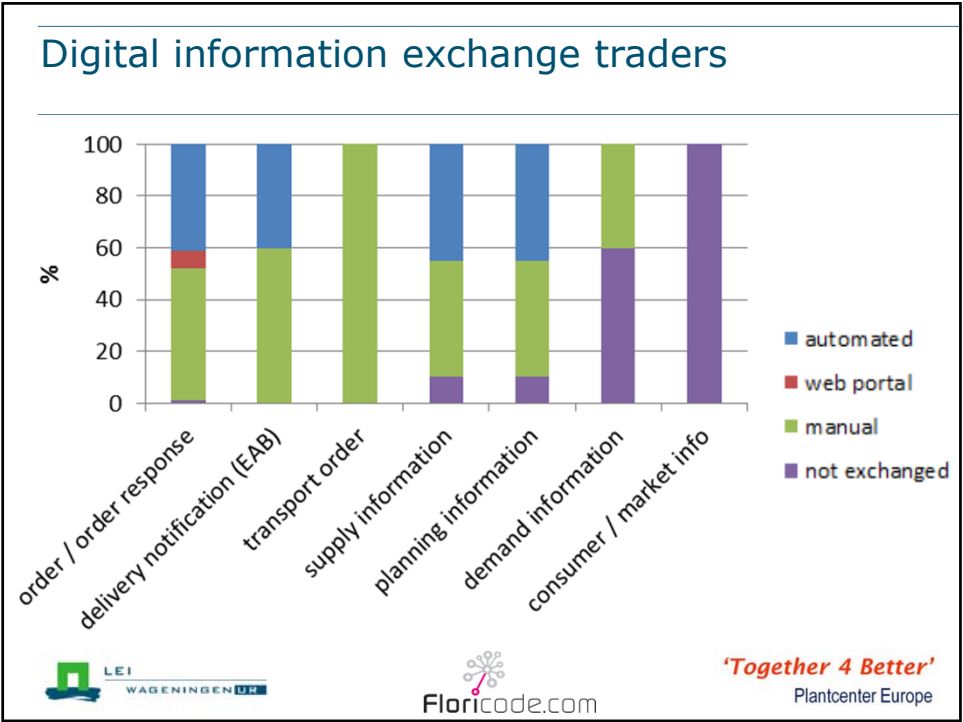
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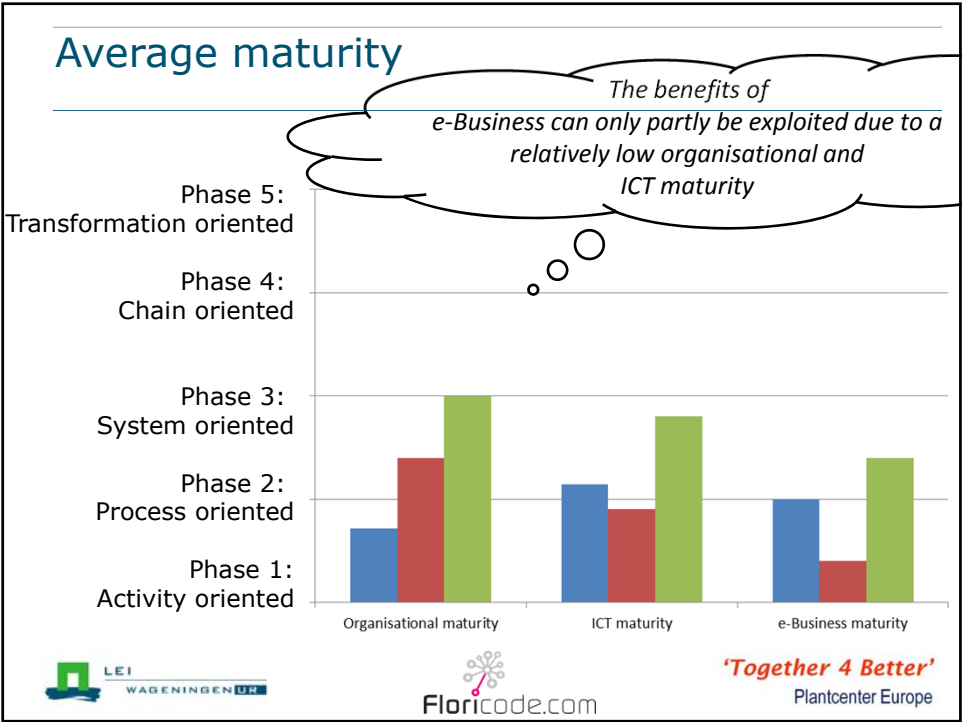
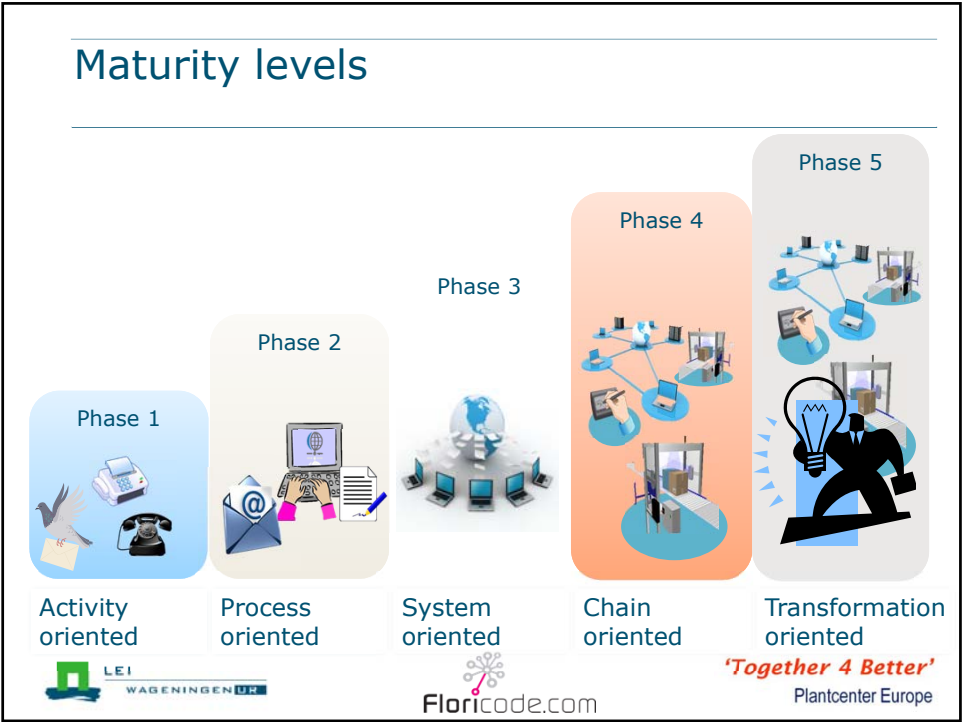
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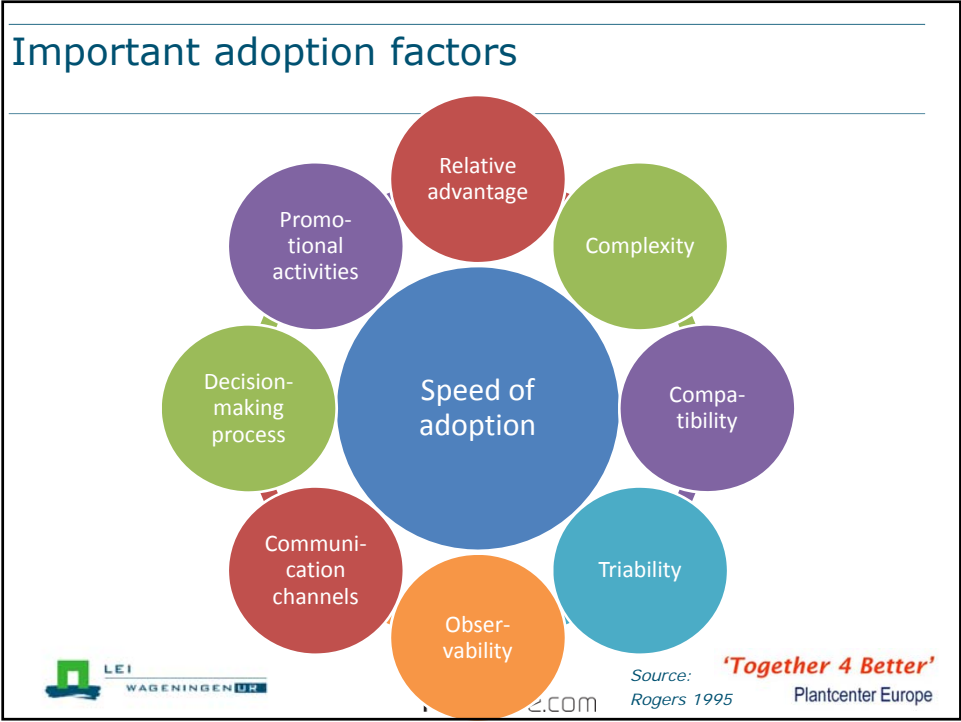
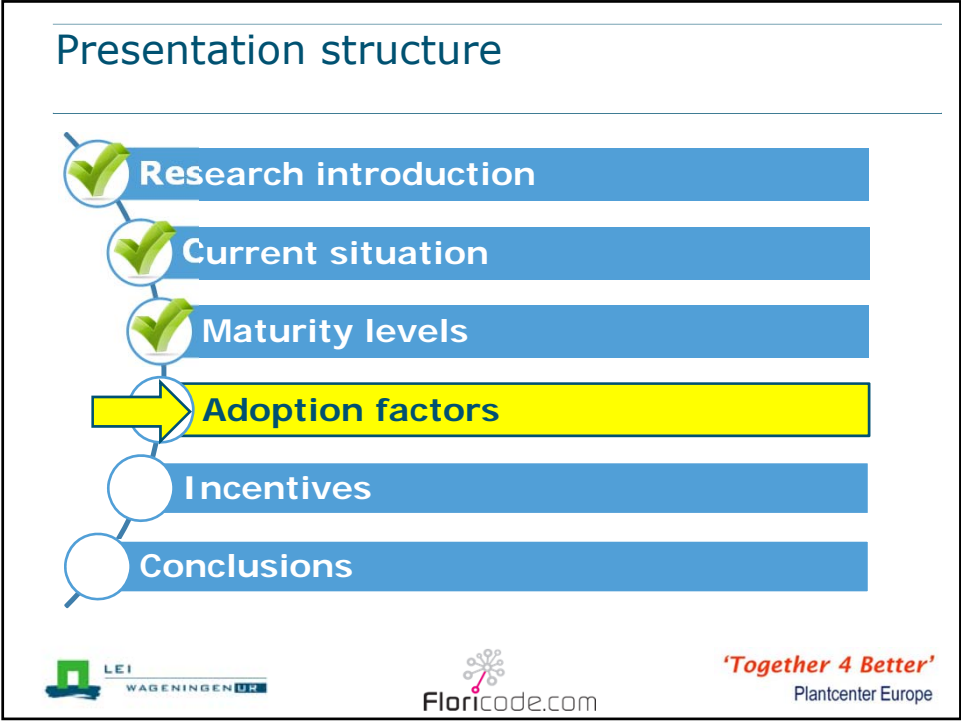


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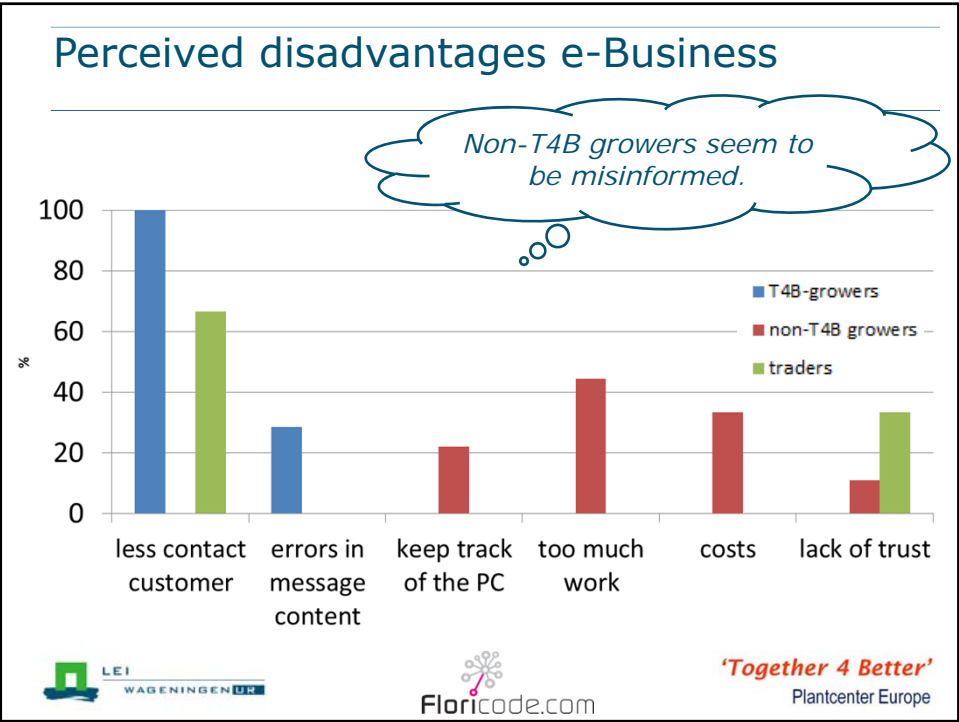
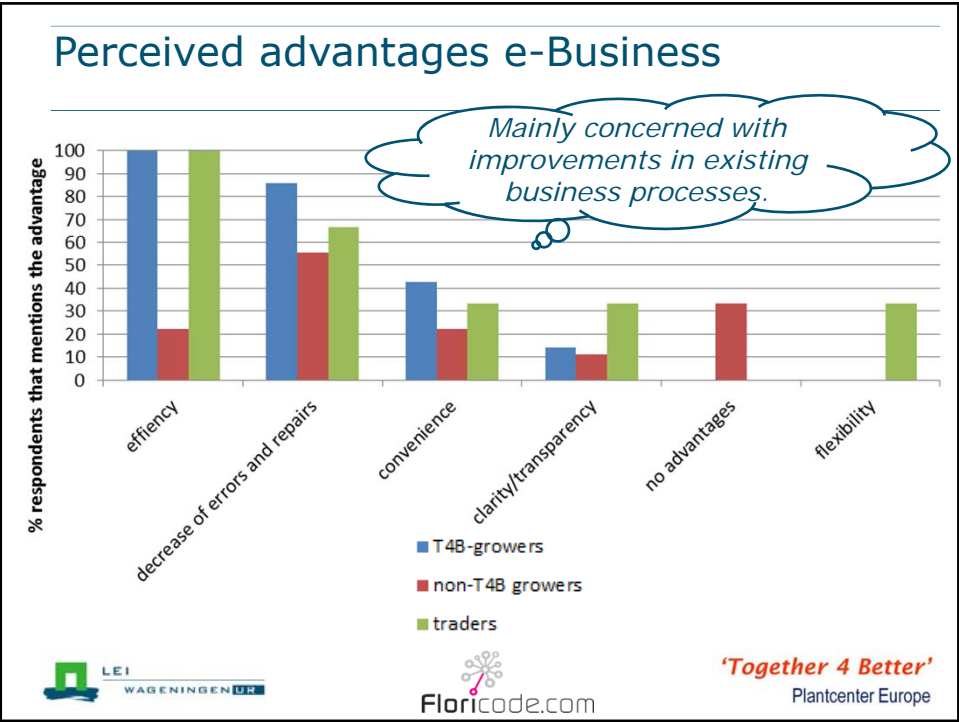


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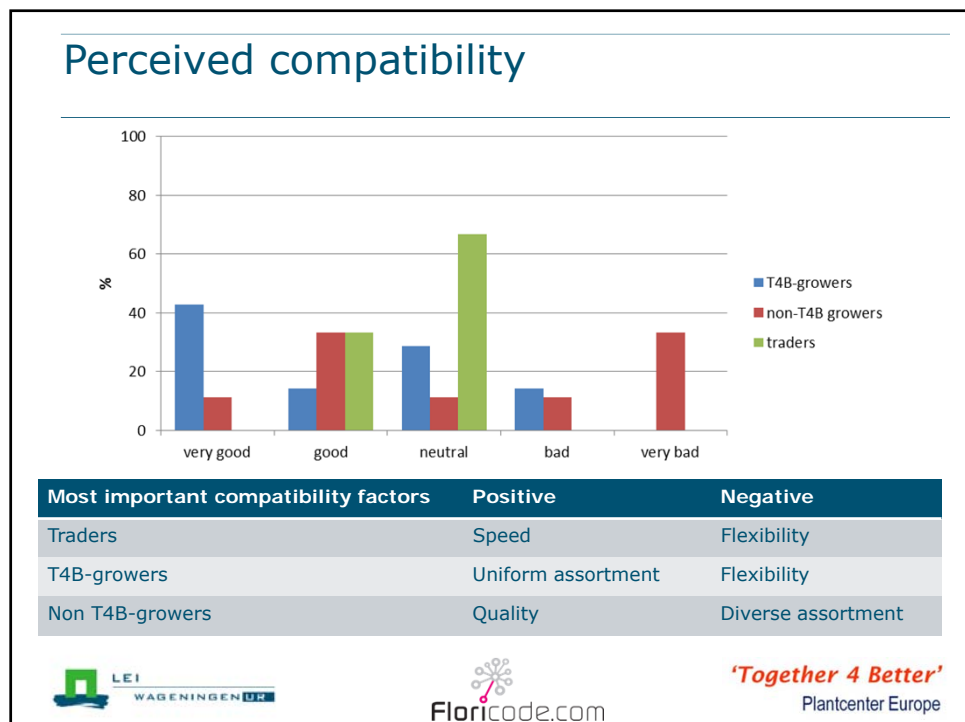
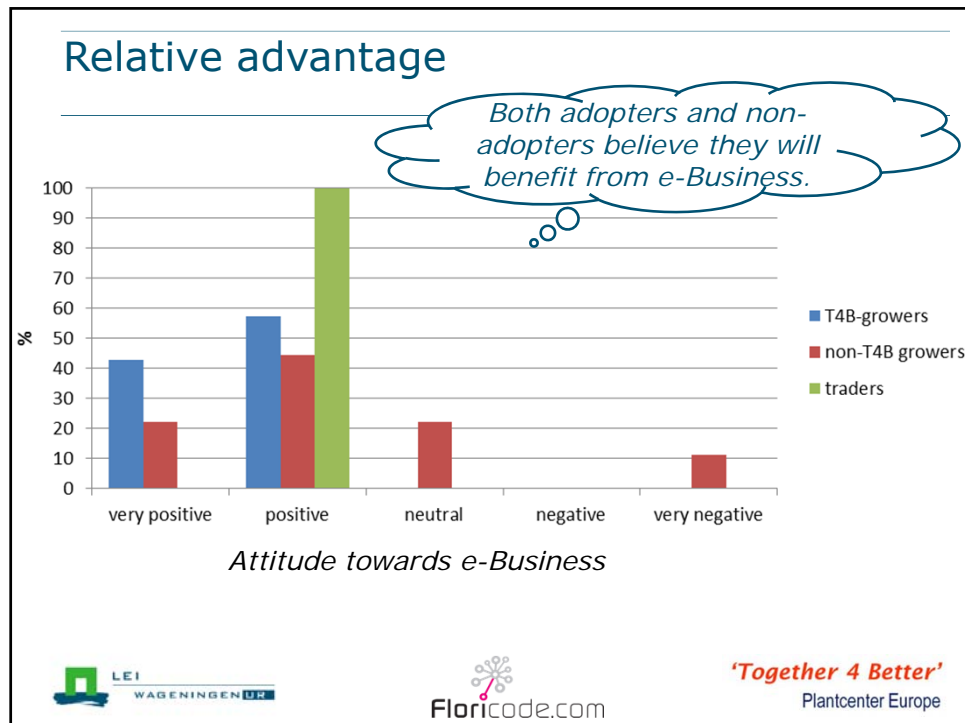
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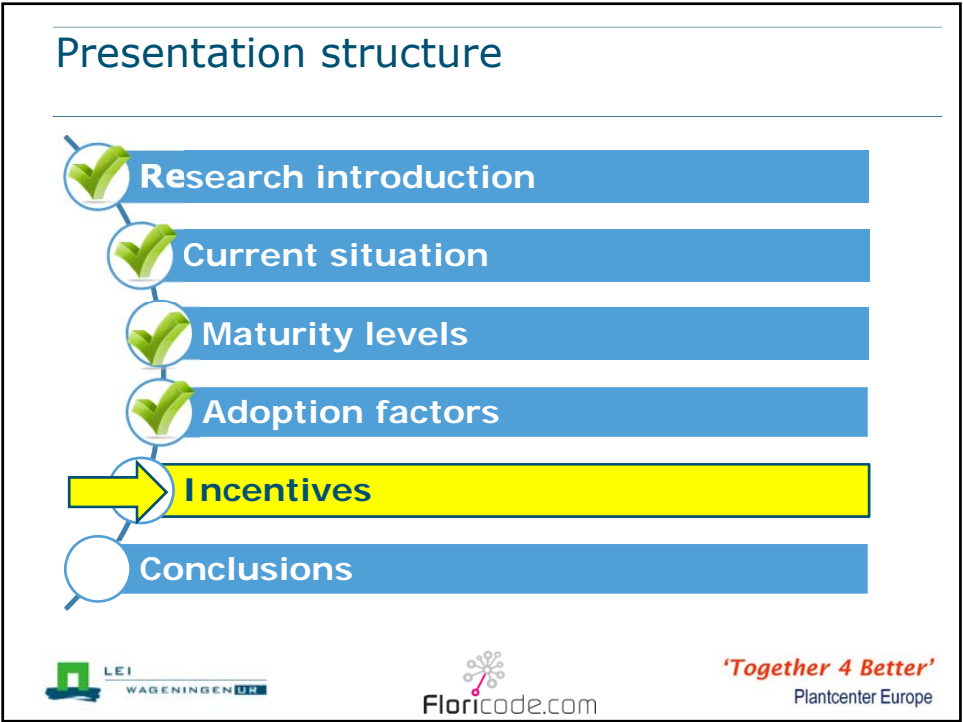
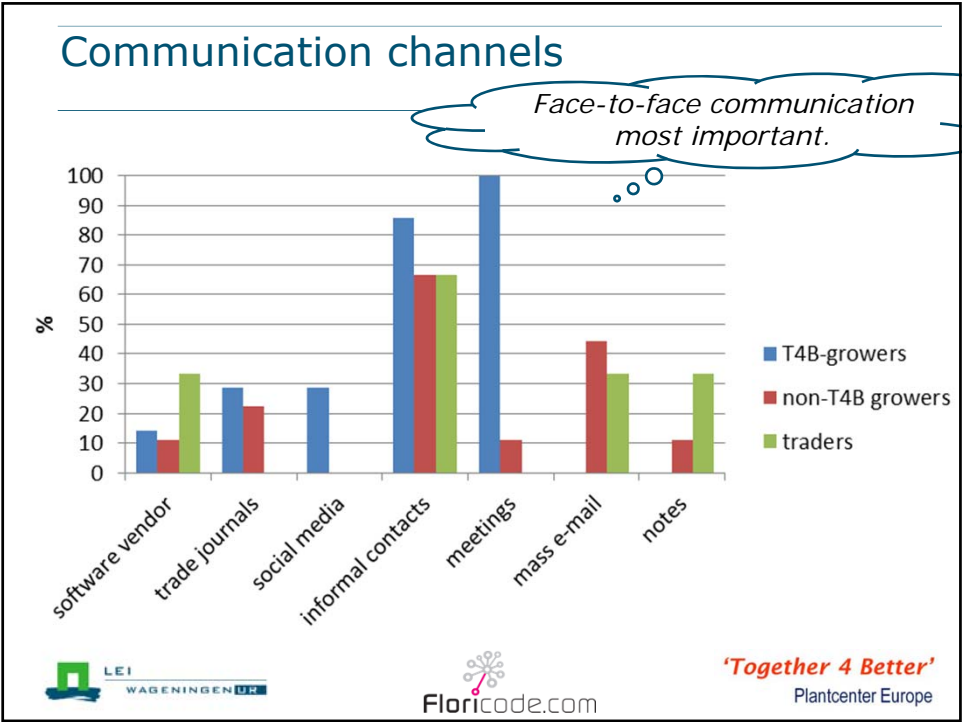
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for provision of digital
re expenses of non-digital

- Rewards: e.g. premium price for provision of digital information
- Fines, e.g. fee for administrative expenses of non-digital orders
- Risk-influencing measures: bijv. digital information precondition for doing business ('licence to deliver')

- **Intrinsic incentives:** encourage the own motivation, e.g. by making parties, that are not yet doing business digitally, aware of the benefits



'Together 4 Better'
Plantcenter Europe

A bar chart titled 'Reasons for not using T4B' comparing three groups: T4B growers (blue), non-T4B growers (red), and Traders (green). The y-axis represents the percentage of respondents, ranging from 0 to 60 in increments of 10. The x-axis lists six reasons: Better compatibility / ease of implementation, Customers demand it, Intrinsic advantages are sufficient, National uniform system, More affiliated growers, and Unknown. For each reason, the bars represent the percentage of that group who selected it. For 'Better compatibility / ease of implementation', T4B growers are at ~14%, non-T4B growers at ~44%, and Traders at ~20%. For 'Customers demand it', only non-T4B growers are shown at ~56%. For 'Intrinsic advantages are sufficient', T4B growers are at ~57% and Traders at ~40%. For 'National uniform system', Traders are at ~20%. For 'More affiliated growers', Traders are at ~20%. For 'Unknown', T4B growers are at ~28%.

Reason	T4B growers (%)	non-T4B growers (%)	Traders (%)
Better compatibility / ease of implementation	14	44	20
Customers demand it	0	56	0
Intrinsic advantages are sufficient	57	0	40
National uniform system	0	0	20
More affiliated growers	0	0	20
Unknown	28	0	0



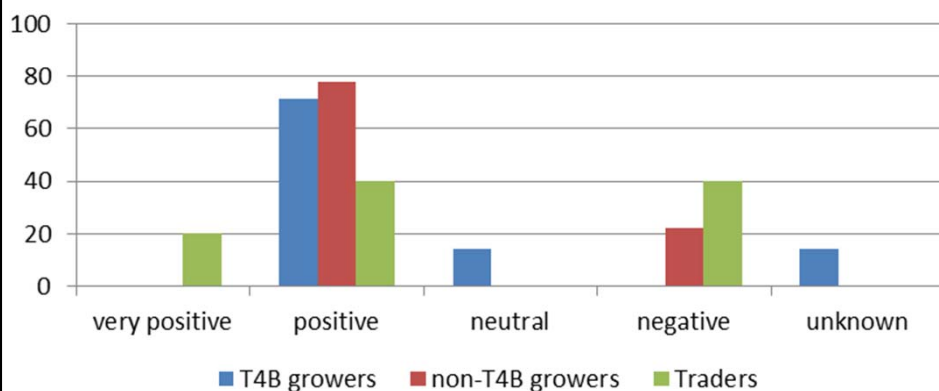
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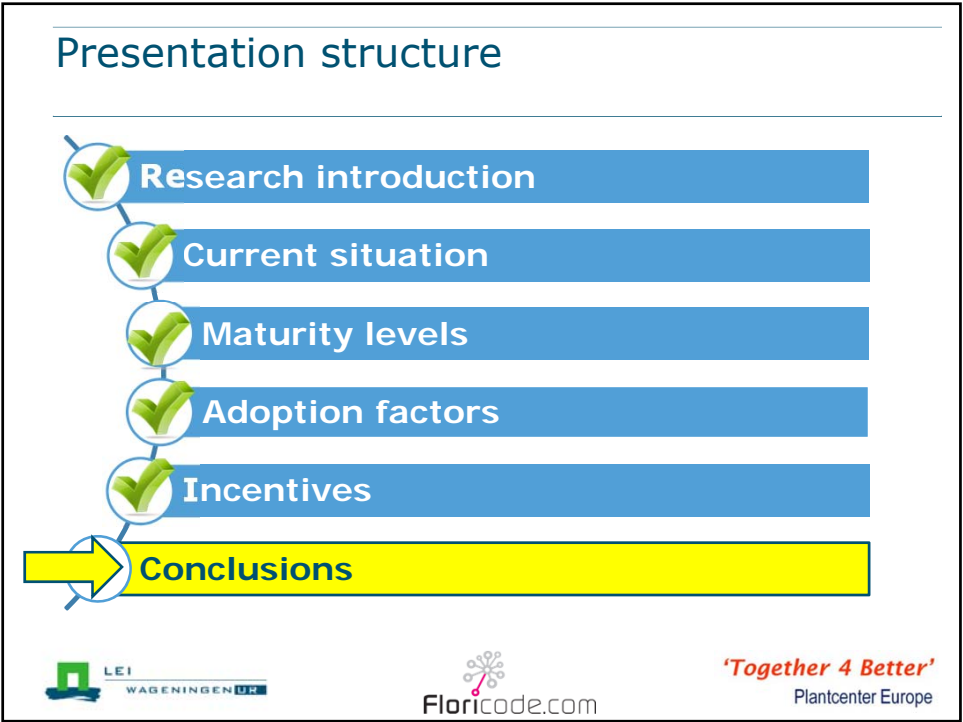
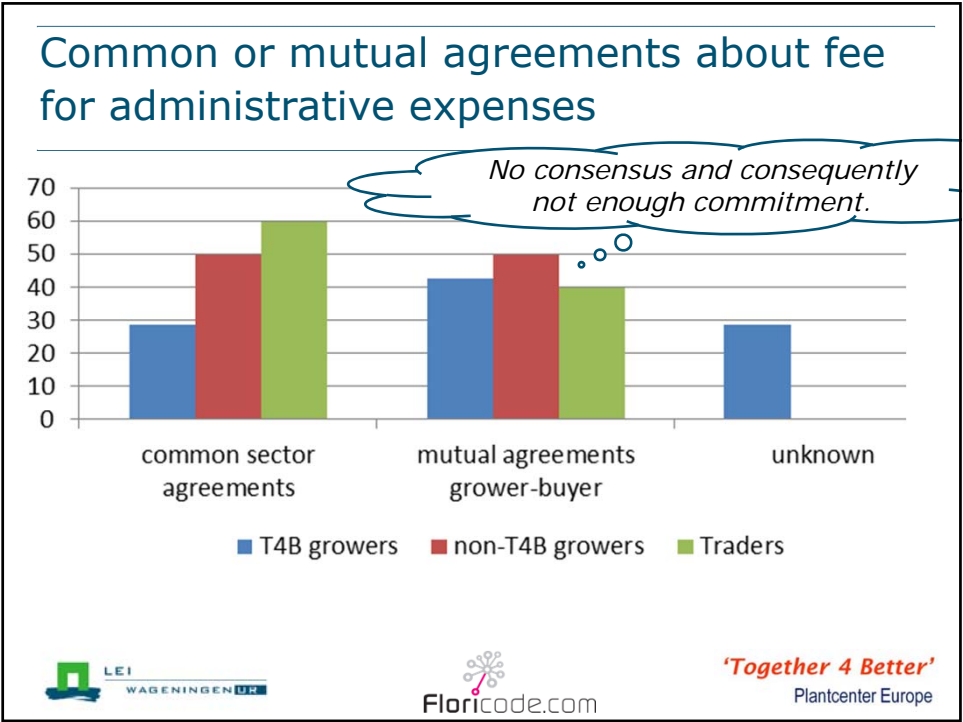
Digital information precondition for doing business ('licence to deliver')

- Would be highly appreciated by all T4B growers
- Also no problem for most non-T4B kwekers
 - 63% positive, 25% neutral, 12,5 % negative
- Growers are likely to adopt e-Business if their customers will oblige it



Fee for administrative expenses of non-digital orders





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Conclusions

- **Positive attitude towards e-Business, also of respondents that do not yet exchange information electronically**
 - Advantages: efficiency, less errors
 - Disadvantages: less customer contacts, errors in message content
- **Non-digital information channels still very important, also for companies that already adopted e-Business**
- **Advantages e-Business only partly exploited due to low organisational and ICT maturity**
 - Manual data entry: inefficient and error-prone
 - Limited usage of chain information for business process improvements
 - Especially growers
- **Intrinsic motivation most important to adopt (increase of) e-business for T4B-growers and traders**
- **Customer demand and better compatibility most important triggers for non-T4B growers**
 - Most growers are positive about e-Business as a license-to-deliver
 - Insufficient support respondents for fee for administrative expenses of non-digital orders



Many thanks
for your
attention!!

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