

bloomu
pro



The reality of virtual reality and how to engage your customers

By Eric Egberts MBA



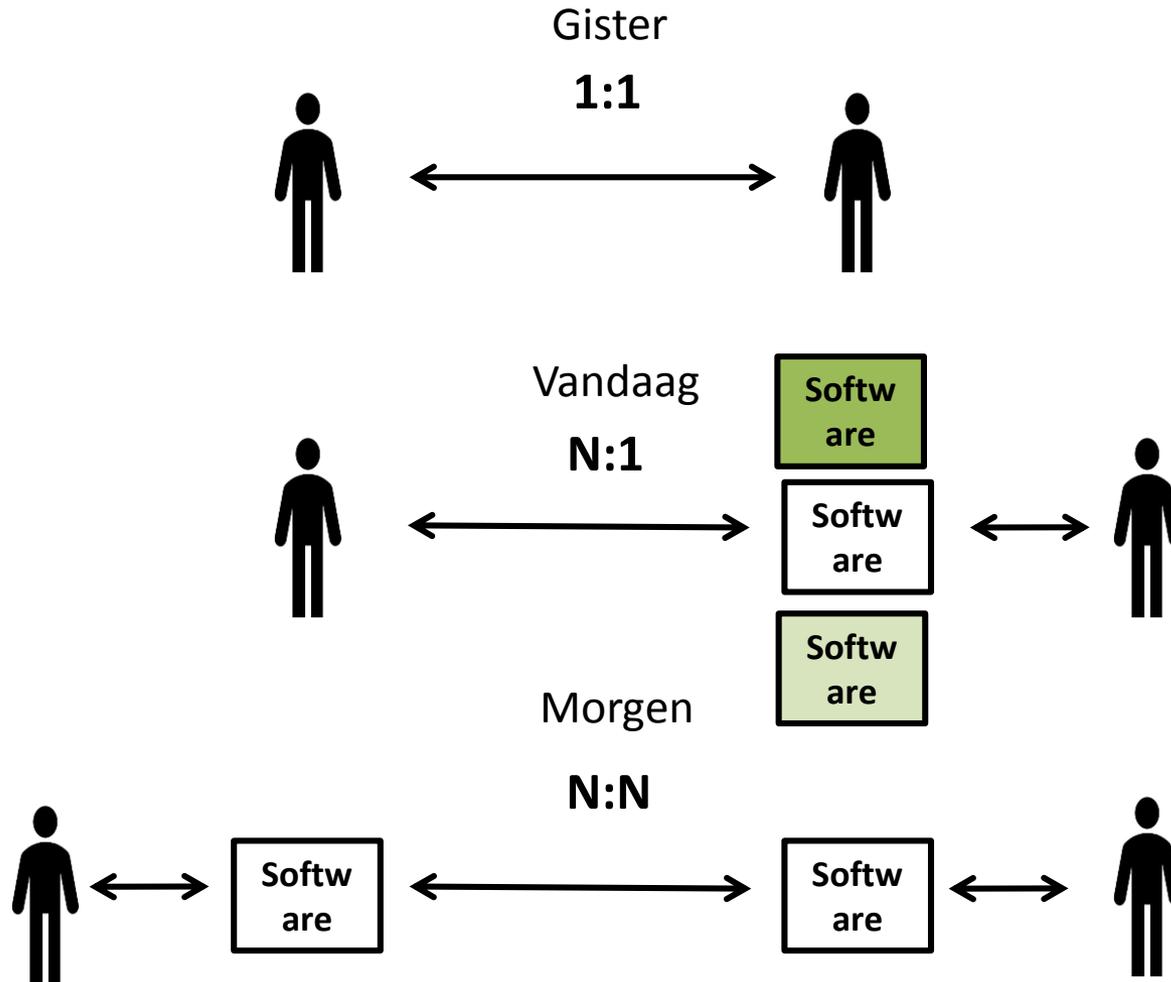
Agenda

- Introduction
 - Why Bloomy
 - What is BloomyPro
 - How does it work
 - The world around BloomyPro
 - **What's next in food**

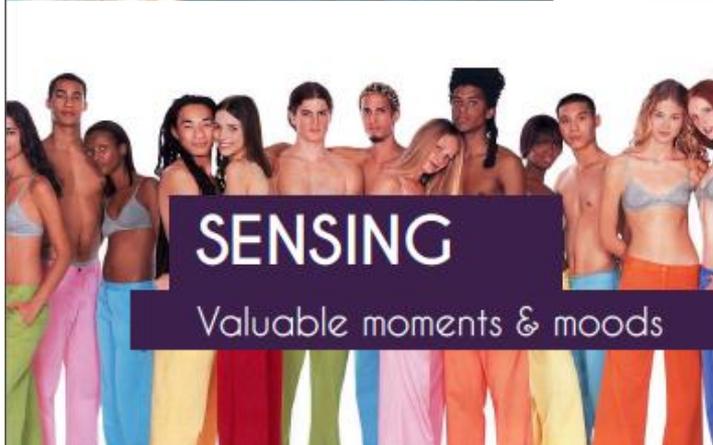
www.bloomypro.com

Consument

Bedrijf



Why Bloomy





- Finance Plus **Fi** Suppliers, Producers, Farmers, Breeders
- Product Design **Pd** Designers of Traders and Retailers
- Flower shopfloor **Fs** Sales of Traders and Retailers
- Supplier **Su** Traders and Retailers



What is BloomyPro

BloomyPro Design and Finance module

<http://bloomypro.com>



How does BloomyPro works

Step 1

- Select flowers
- Create 3D bouquet
- Add sleeve or other deco materials

Step 2

- Save creation
- Print and share it

Step 3

- Place bouquet in shop floor module (Q4 2016)

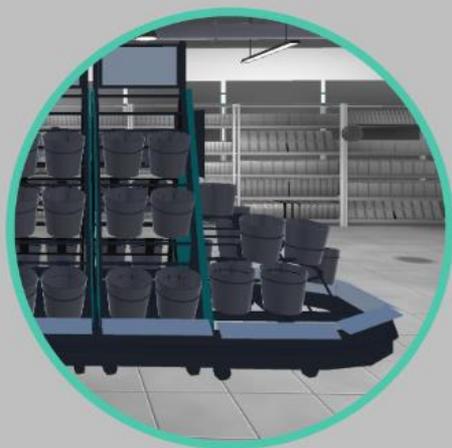


BloomyPro

Shop floor module

- Create or adjust bouquets
- Sales, planning and control collections
- Create shop floors and manage (planner)
- Calculate quickly competitive quotes
- Share with with customers or colleagues
- Optimize profit
- **Stay a crucial link in the chain**

Select Shelves



Isle Shelves



Wall Shelves



Configure Shelves



Configure Shelves





bloomy pro



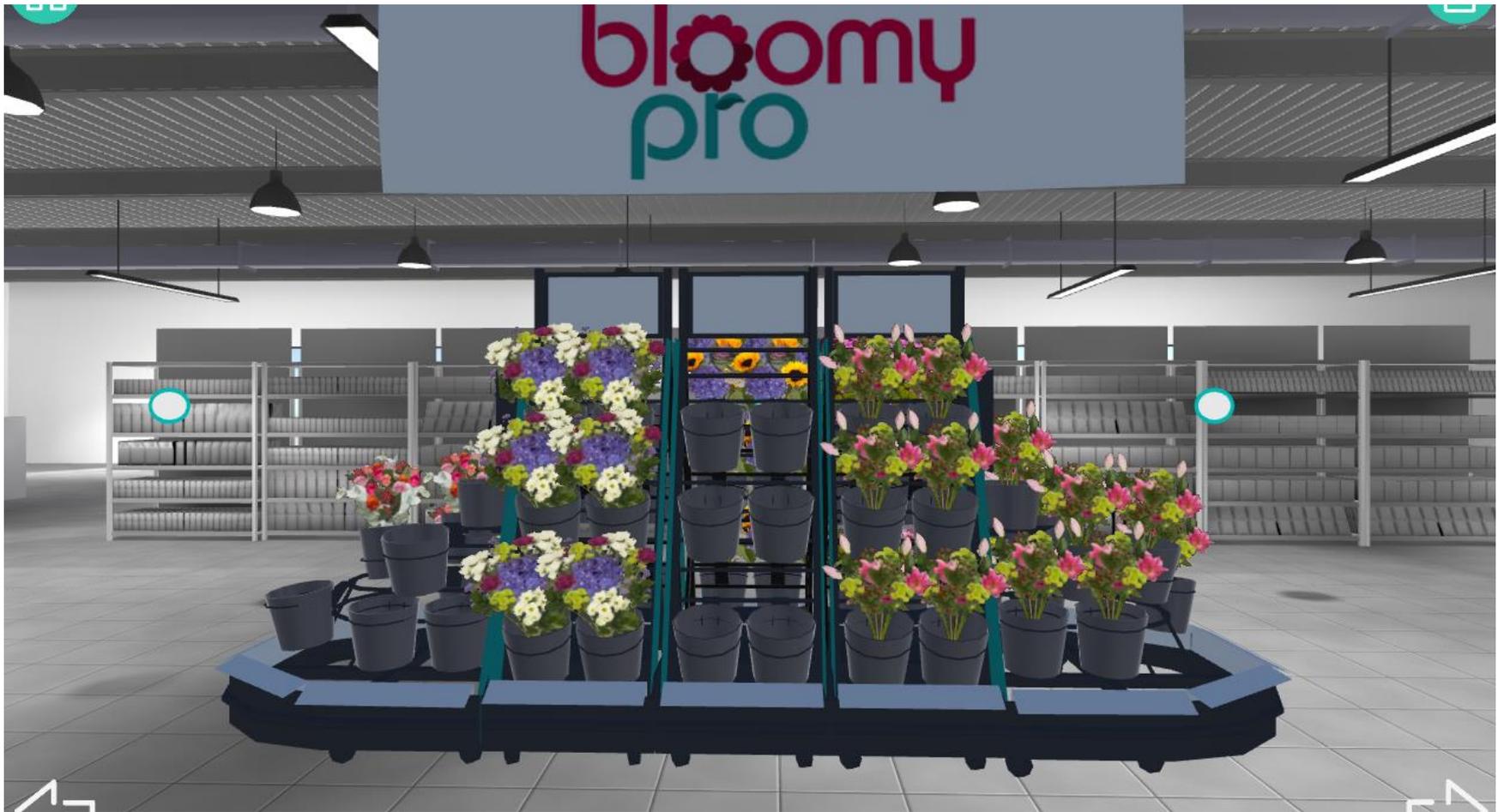


Configure Shelves

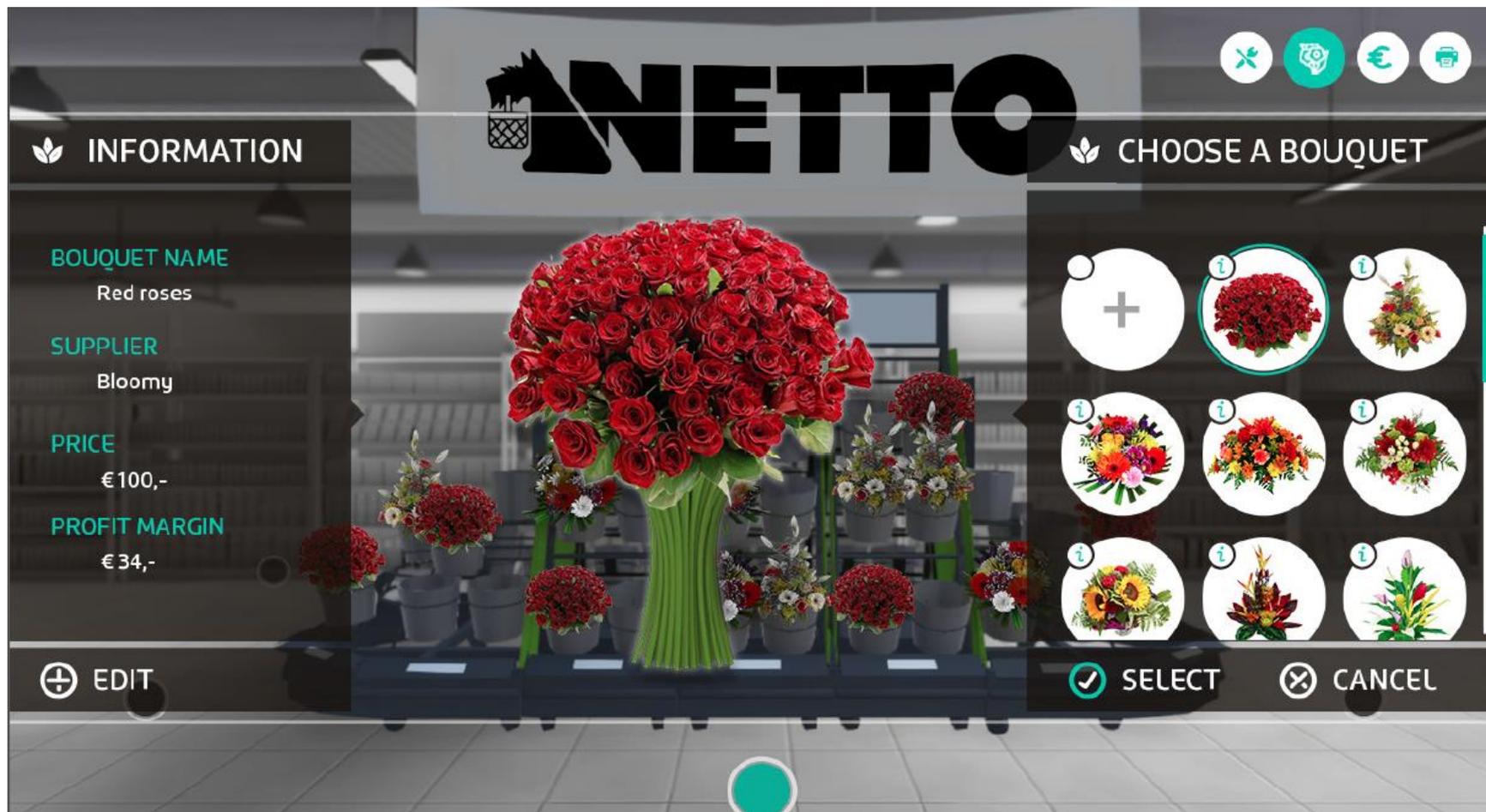




Configure Shelves



Bouquet information





Pricing and Profit calculation

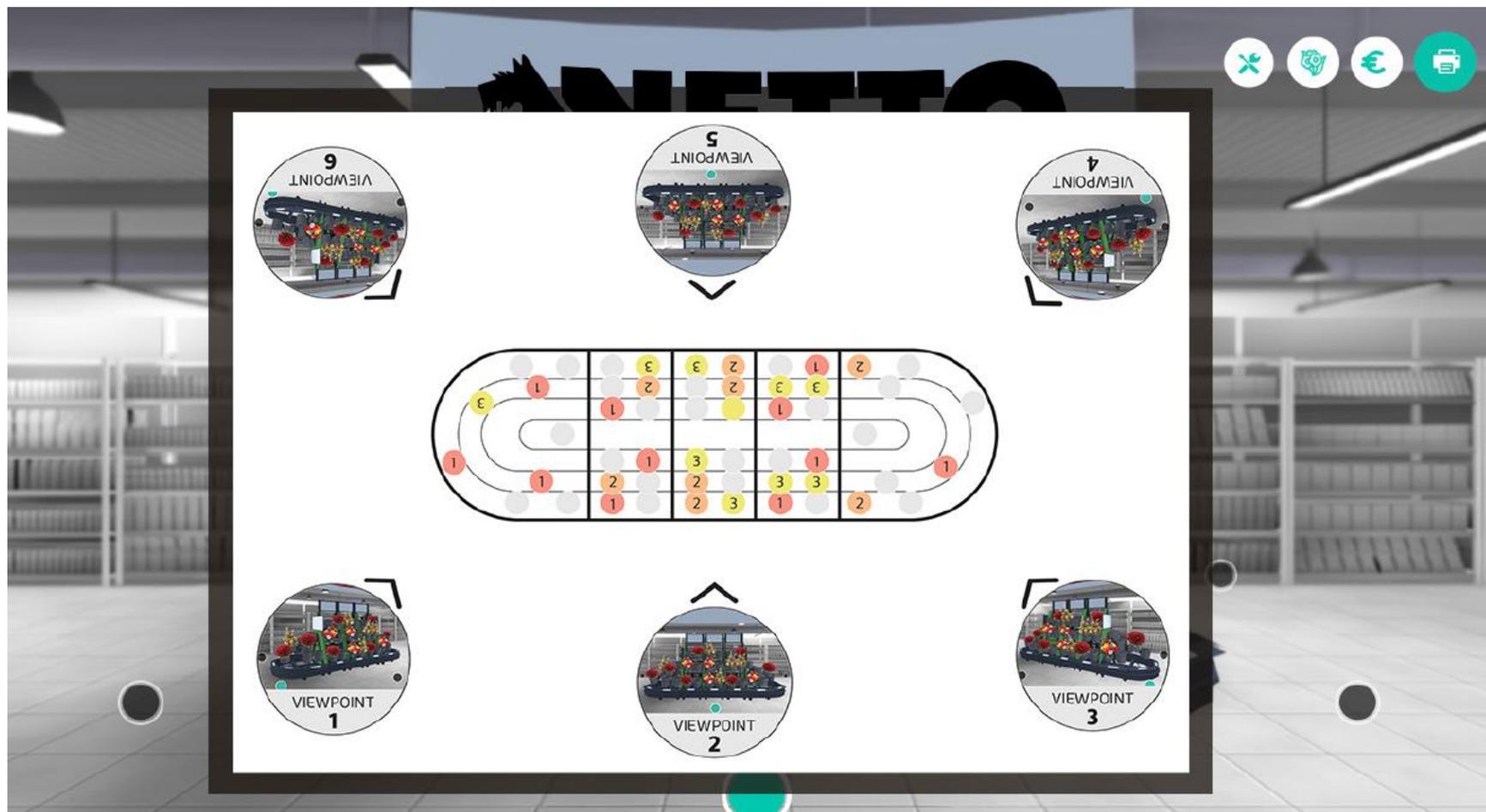
The image shows a 3D rendering of a plant display in a nursery. The display consists of several black shelving units with multiple tiers, each holding several potted plants. The plants are arranged in a grid-like pattern. Overlaid on the plants are circular icons in various colors (red, green, yellow, blue) that correspond to different profit ranges. To the right of the display is a dark grey overlay panel with a white border. At the top of this panel are four circular icons: a wrench and screwdriver, a gear, a Euro symbol, and a printer. Below these icons is the text "PRICING & PROFIT" with a leaf icon. Underneath, there are four rows of text, each starting with a colored leaf icon and followed by "PROFIT RANGE:" and a price range in Euros. At the bottom of the panel is a bar chart with five bars of varying heights, each with a colored segment at the bottom, and the text "PRICE DISTRIBUTION" below it.

PRICING & PROFIT

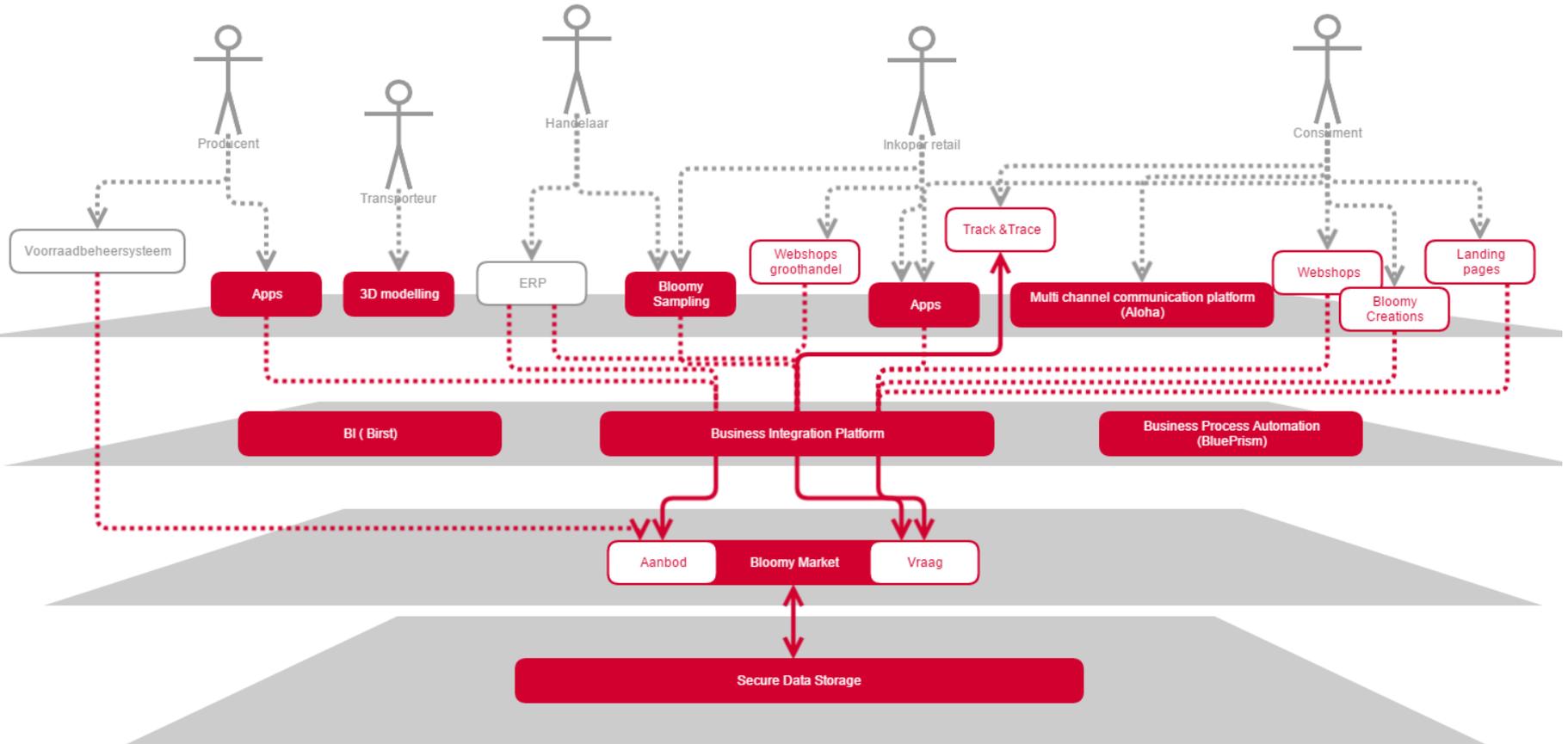
- PROFIT RANGE: € 50 - € 100
- PROFIT RANGE: € 40 - € 50
- PROFIT RANGE: € 20 - € 40
- PROFIT RANGE: € 10 - € 20

PRICE DISTRIBUTION

Plannogram



The World around Bloomy



Unified approach: 2-tier Data Strategy & Comprehensive BI

birst
BI Layer



Enterprise reporting



Predictive analytics



Interactive dashboards



Visual discovery



Design studio



Mobile analytics



Open Client Interface

birst
User Data Tier

Business Model and Data Navigator

Automated Data Refinement



User-ready Data Store

Enterprise Data Tier



Data Warehouse



Existing Data Stores

Apps + Big Data



What is next for flowers

- VR shop floors for B2B
- 3D pictures in E commerce
- Games
- Ai en deep learning machines



Do you have the first VR Webshop that sells vegetables or is it Alibaba?

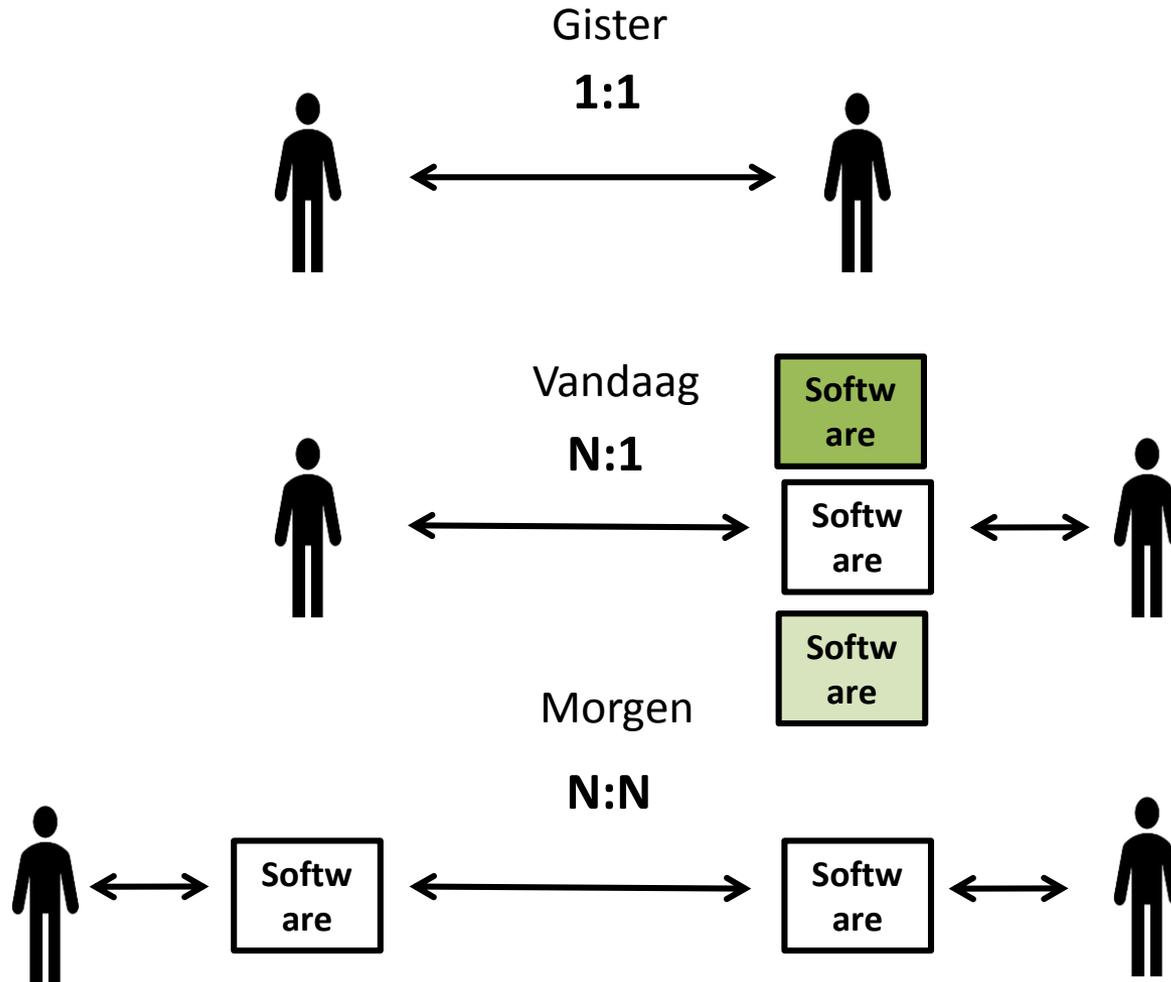
<https://twitter.com/AlibabaGroup/status/789086429330575360>

O2O

- Online 2 Offline , Online will show what offline will be available , like Pokemon Go
- Small Shops can become big or dutch shops can be present in China
- More impact on emotional aspects (more intensive product experience.
- Voice navigation makes it fast
- Entertainment, game and shopping comes together ,(entertainmerce)
- Personalized by all the data !

Consument

Bedrijf





Thank you very much

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