

Flora Holland Aalsmeer



Benefits

- Full redundancy
- Desktop console
- Full IP



Client overview



In 1911, flower growers decided to combine forces to achieve the best possible market positioning for their products. Since that beginning, our cooperative has developed into a global marketplace.

Flora Holland is the market leader in the trade of cut flowers and plants. A modern company with six different auction houses with together 38 auction clocks, all located in the Netherlands.

The auction clock was invented in 1902 in the Netherlands; it looks like an ordinary clock. The auction clock today is projected on large screens. All information about the products auctioned can be read on the clock: quantity, the type, the colour, the breeder's name, and so forth. In a few hours the auction sells millions of flowers and plants; every day.



Mr. Wiebe Dijkshoorn,
Senior employee of the security
department:

"The quality of speech is perfect and the terminals are easy to use."



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Project challenge



The largest location by far is Aalsmeer, a location close to Amsterdam Airport Schiphol, and this location also auctions plants and flowers that are imported from more than 60 different countries.

The premises is huge and includes an auction building footprint of over 1.280 thousand m2 and houses ca 450 external companies.

The auction clock on average supports ca 43.500 transactions per day to sell over 3.400 million flowers and 175 million plants per year.

The in-building structure is complex and includes many large cold storage rooms.



Solution



Early 2009 Flora Holland Aalsmeer bought a new radio communications infrastructure consisting of two base station sites and geo-redundant TetraNode eXchanges using Flora Holland's own fibre optic infrastructure. Special outdoor antennas and additional in house antennas makes sure that all end-users are able to communicate everywhere.

Main users of the system are the on-site security guards, the first aid team and the local fire brigade that are operational 24/7.

After some months of use the new infrastructure and equipment proved to be a great success. "The quality of speech is perfect and the terminals are easy to use", says Mr. Wiebe Dijkshoorn, senior employee of the security department.