

Florida's Natural Growers, Inc.

DIUC Conference 2010

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“SMARTBIZ”



about us

- **Cooperative Formed In 1933**
- **Currently 13 Members**
 - 11 Members Are Cooperative Associations
 - 2 Members Are Family Owned Corporations
- **Sales = \$550mm Employees = 850**
- **Boxes of Fruit 2010 – 14,763,000**



Overview (2,200+ .mdls)

Findings

- Users love owning the data
- Decision Makers not using data
- Surprises still Pop-up
 - Data does not have a voice
 - DI Users unskilled at asking data the right questions
- We are Creating the same solution over and over and over

Obstacles

- Not getting most from data
- Users don't want ProDiver
- Dashboards aren't a magic bullet
 - Give false alerts
 - 'Finger-pointing', not preemptive
 - Manual setting of thresholds
- We are not using advance features of DI



“Their” Opinion

- Embed B/I into the Apps
- We need Smarter Apps

FNG’s Opinion

- Embed B/I into the Work Process
- “Socialize” the data

“Information Value Optimization”



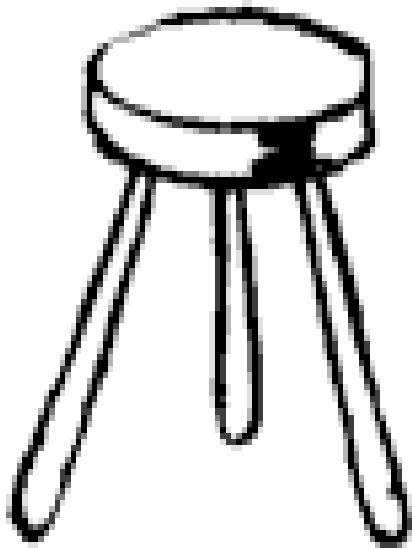
Our Premises

- Information needs to be preemptive and team building
- Using information needs to be intuitive and second nature to the user
- Communication needs to be two-way
- “Costs to do” needs to be near-zero or very low



SMARTBIZ – Features

3 Legged Stool



- **Business Analytics – Business Intelligence**
 - Analytics, Trending, Data Mining
 - Smart Alerts – Escalating/Predictive
 - Intelligent Thresholds
- **Department Repository - Intranet**
 - FNG Business Unit Portals
 - Intellectual Property & dept Information
 - Ektron/DI Document Management
- **MyFNG Portal – Collaboration & Awareness**
 - Realtime Alerts/Messaging
 - Discussion Forums
 - Document Sharing & Version Control
 - E-Learning
 - Search



Intelligent Threshold Definition

- An Analytic that incorporates flexibility in using business rules for determining delivery, frequency and degree of alerts.
 - Minimize false alerts (Dashboards)
 - Thresholds based on “real facts”
 - Dynamic setting of thresholds/Alerts
 - Flexible thresholds/Alerts
 - Semi-automatic setting of thresholds/Alerts
 - Escalating thresholds/Alerts
 - Report Alerts with Dollars whenever possible



SmartBiz - Analytics

- ABC Analysis
- Min/Max
- Trend Analysis
- Std Deviation
- Pareto Analysis
- SPC -Statistical Process Control
- Solver
- Linear Regression
- Whale Curves
- Escalating Alerts
- Affinity Analysis
- Intelligent Thresholds



SMARTBIZ Goals

- Using FNG Information to:
 - Identify Revenue Gaps/Performance
 - Improve FNG Processes for Lower Costs
 - Increase Employee Productivity/More with Less
 - Eliminate ‘duplicity’ in reporting/records
 - Improve ‘Intelligent’ Decision Making
 - “Right” Information “on demand”
 - “Delivered” to the decision maker
- Optimizes Incumbent Technologies



WHY?



How is SMARTBIZ going to do it?

- Information Neighborhoods



- MYFNG Portal

- Collaboration
 - Alerts & Messaging

- SMARTBIZ Analytical Portal (Diveport)

- Welcome Page (site map, bulletin boards)
 - Reports Kiosk (proreporter ad hoc reports)
 - Secured Reports (department reporting)
 - Contacts
 - “Rule of 4”

- Intranet & Repository



MYFNG Portal



SMARTBIZ

- [SMARTBIZ Demo](#)



Summary

- Embed B/I into the work process not just the Application
- Socialize the “data”
- What information is needed need so that a person in a certain role can make a decision?
- **SMARTBIZ will end up being methodical, but the process of building it is not!!!**

End of show



Backup slides still to be built

- Corporate Welcome Portal
- Department Welcome Portal – Low Security
 - Bulletin Board Page – Light Security
 - Community Reports Page – Light Security
- Department Work Portals

These are in case the internet link fails

[Click for SMARTBIZ](#)

SBZ Aging Summary

Dimensional INSIGHT WELCOME TO NATURAL PORT

test page SB Revenue SB Finance Mark SB Aging

MY ACCOUNT ADMIN ABOUT garytest LOG OFF

>> You are here: garytest → SB Aging

Business Unit: All Values (7) Plant: 001 - CITRUS WORLD INC Class Name: All Values (3)

Monday, March 8, 2010

Full Invoice

Age Class	Gross Amount Total	Gross Amount % of Total	Invoice Count	Int'l Inv Count	Customer Count
Total	33,333,938	100.00	2,516	198	445
00-10 DAYS	32,872,382	98.62	2,454	191	433
11-30 DAYS	392,259	1.18	58	4	29
31-60 DAYS	46,796	0.14	3	2	2
61+ DAYS	22,491	0.07	1	1	1

Page 1

SB Aging Drilldown

Welcome to Natural Port - SB Aging - Windows Internet Explorer

http://smartplan.citrusworld.com:8080/portal#page=a0033

Dimensional INSIGHT WELCOME TO NATURAL PORT

test page | SB Revenue | SB Finance Mark | SB Aging

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[Back] Business Unit: All Values (7) Plant: 001 - CITRUS WORLD INC Class Name: Pool

Monday, March 8, 2010

Partial Invoice

Age Class: 31-60 DAYS

Customer Name	Gross Amount		Customer Count	Customer Count
	Amount Total	% of Invoice Total		
SEVEN SEAS SHIPCHANDLERS	26,490	56.61	2	1
BEVERAGE NETWORK OF MD	20,307	43.39	1	1
Total	46,796	100.00	3	2

Done

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