

Divflo

Revolutionizing High-End Floral Commerce with Axerrio

A Success Story in Modernizing Payments and E-Commerce

Executive Summary

Divflo, **established 16 years ago** by Dennis de Graaff, has evolved to serve high-end flower shops and events with a lean **team of 7 professionals**. **Handling 90% of its air freight exports globally**, Divflo has embraced Axerrio's e-commerce and payment solutions to drive efficiency and boost cash flow. **By reducing payment terms from 60–100 days** to immediate settlement, the company has streamlined operations and positioned itself for continued growth. Dennis's extensive background with Axerrio—from his previous ventures—underscores his confidence in the platform's innovative impact.



Company Background & Challenges

Over 16 years, Divflo has built a reputation catering to premium floral clients and event organizers. However, traditional manual purchasing and lengthy payment cycles were inhibiting growth. The company needed to modernize by enabling direct online purchases, shortening payment terms, and automating export documentation and product data integration.

The Axerrio Solution

Drawing on his deep familiarity with Axerrio, Dennis implemented the platform to transform Divflo's operations:



E-Commerce Excellence:

Divflo's robust online platform empowers clients to purchase directly. Live product images ensure that customers receive exactly what they expect—boosting order accuracy and satisfaction.



Seamless Payments & Financial Benefits:

With online credit card payments, Divflo has transformed transactions—cutting payment cycles from 60–100 days to near-instant settlements, which enhances cash flow despite a small fee.



Automated Operations & Documentation:

Axerrio automates cost calculations, manages export documentation (including PHYTO certificates), and integrates key export data, delivering a comprehensive solution that outperforms simpler systems.



Continuous Innovation:

Dennis is confident that Axerrio's commitment to innovation will soon yield faster data synchronization and AI-driven features—such as automated product naming and translation—to further streamline operations and manage new items seamlessly.



Impact & Results

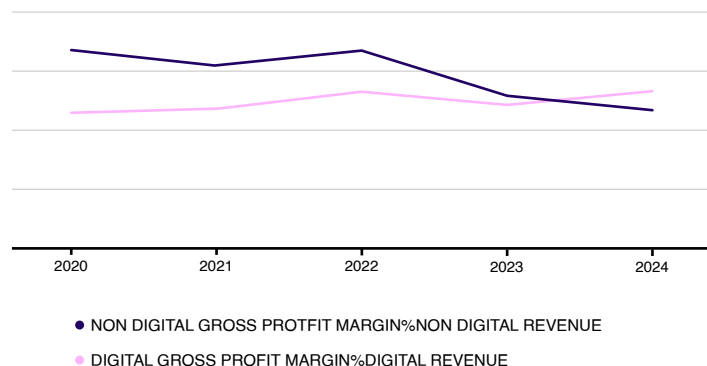
Since integrating Axerrio, Divflo has reaped significant benefits:

Operational Efficiency:

With 100% of sales processed digitally, routine tasks are automated and administrative overhead reduced by approximately 30%.

Since adopting Axerrio's digital solutions, Divflo has seen a clear improvement in gross profit margins for digital sales compared to traditional sales channels, underscoring the tangible financial benefits of digital transformation.

Gross Margin by Revenue Type (2020-2024)

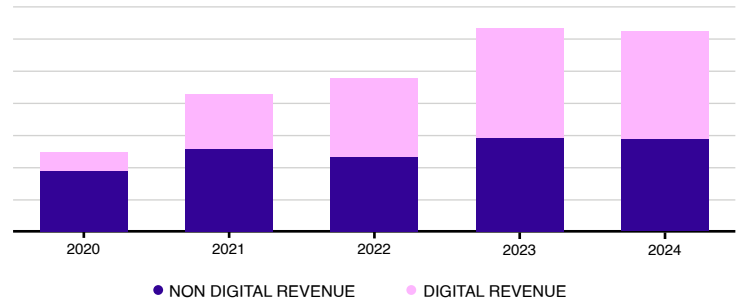


Financial Acceleration:

The transition to instant online payments has dramatically improved cash flow, replacing long cycles with immediate settlements.

Divflo's strategic shift toward digital commerce has significantly boosted digital revenues, steadily increasing their share of the overall business and highlighting the effectiveness of Axerrio's e-commerce platform.

Digital Revenue Growth (2020-2024)



Empowered Client:

The intuitive e-commerce platform enables customers to self-manage their purchases, resulting in faster and smoother transactions.

Moreover, internal analyses have revealed that digital sales now achieve significantly higher gross margins than non-digital revenue streams—a key indicator of profitability. Digital revenue has also grown steadily, now accounting for nearly half of the overall revenue mix. These trends underscore the effectiveness of Divflo's digital transformation.

Highlighted Impact:



"Axerrio's seamless integration of e-commerce and online payments has transformed our operations. Our buyers can now purchase directly online, and we receive payments immediately—a real game changer for our business." — **Dennis, Divflo**

**Blooming Ahead:
Embrace the Future with Axerrio**

Divflo's journey shows how modernizing operations through Axerrio can revolutionize a traditional business by automating complex processes, enhancing financial stability, and empowering customers with innovative digital solutions.

Discover how Axerrio can unlock new growth opportunities for your business.

**Contact us today
for a personalized
consultation.**

SCAN TO SCHEDULE

