Case study
Royal FloraHolland

Royal FloraHolland takes control of its data to make smarter decisions

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HIGHBERG

The Challenge

Royal FloraHolland, the world's largest flower auction cooperative, needed a better way to track the performance of its software teams to identify potential inefficiencies, track milestones and increase visibility. Struggling with scattered data, slow reporting, and a lack of visibility into team performance, Highberg was tasked with unifying Royal FloraHolland's data in one easy-to-use performance tracking solution.

The software teams were working within an Agile framework, where multiple teams collaborate and release updates in synchronized cycles, known as Agile Release Trains (ARTs).

While this approach allows for faster delivery, it also creates complexity in tracking team performance across various areas. Performance data was scattered across various systems, making it difficult for management to get a clear, unified view of how the teams were performing. As a result, leadership struggled to effectively track progress, identify potential bottlenecks, and optimize team performance to support the business's fast-paced needs.

How could they combine all this data into one easy-to-use dashboard that can provide understandable and clear insights? That dashboard would also need to give a unified view of performance across teams without the hassle of manually pulling together data from different sources and systems.

The Approach

To address this challenge, Highberg took a comprehensive approach:

Data Integration:

Highberg pulled together data from Jira (for sprint activities and project progress), Tempo (for time tracking and hours worked), employee surveys (for team satisfaction and feedback), Topdesk (for incident management and support tickets), and SonarCloud (for code quality and technical debt). These are all widely used tools that provide valuable insights into different aspects of team performance.

Automation:

We connected directly to the source systems, eliminating the need for manual data collection and reporting. This automated approach ensured that data is automatically updated and freed up the teams from time-consuming manual data collection.

User-Focused Design:

Highberg focused on creating a simple, intuitive interface that made it easy for C-level leadership and management teams to interpret the data and use it during strategic reviews.

Testing & Refinement:

The dashboard was tested over a few quarters, gathering feedback and refining it to make sure it truly met the needs of the team and the business.

Handover to Internal Team:

After successfully proving the dashboard's value, it is now in the process of being transferred to the internal data team for long-term ownership and continued enhancement. Highberg wrote the code in a structured and scalable way, making it easy to take over, maintain, and build upon.

Strategic Feedback Loops:

The dashboard enables ongoing feedback loops, where insights from data are regularly reviewed at the strategic level to assess progress, set new goals, and continuously align delivery efforts with business objectives.

Results

1 Clear, Reliable Insights:

Management now has a single view of all the key performance metrics, making it much easier to track progress and make data-driven decisions.

2 Improved Efficiency:

By automating the data collection process, the company saved time and removed the manual effort involved in reporting, giving teams more time to focus on actual work.

3 Better Visibility:

With all team performance data in one place, management can identify issues, track trends, and make proactive adjustments to improve performance.

4 Sustainable Solution:

The dashboard has been successfully handed over to the internal team, ensuring it remains a valuable tool as the company continues to grow.

5 Strategic Impact:

The dashboard is now actively used during executive and management-level reviews to steer strategy and support continuous improvement cycles through structured feedback loops.

What this means for your organization

At Highberg, we specialize in combining our data engineering and consulting capabilities to help businesses take control of their data and drive smarter decisions. If you're facing challenges with scattered data, slow reporting, or lack of visibility into team performance, we can build a custom dashboard that brings everything together in one easy-to-use solution.

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