

## HORTICULTURE CASE STUDY

# AI-Powered Transformation for a Third-Generation Horticulture Leader

“It’s not replacing any humans, but making our humans superhuman.”

– Bob Hawkes, Director of Information Technology  
Griffin Greenhouse Supplies

For decades, Griffin Greenhouse Supplies has grown responsibly, becoming one of the largest horticultural distributors in the U.S. The company has expanded into new markets while staying rooted in customer trust and tradition. But even strong roots face pressure. Like many growing businesses, Griffin saw opportunities to modernize—optimizing knowledge transfer from experienced team members to newer staff, streamlining manual workflows in purchasing and fulfillment, and elevating customer experiences with new systems designed to keep pace with rising market expectations. To transform while preserving its culture of responsibility, leadership turned to NexusTek as its technology consultant and managed service provider (MSP) to guide the company’s digital transformation.

## Cultivating efficiency with next-gen technology

In partnership with Griffin, NexusTek designed a phased IT modernization strategy powered by artificial intelligence (AI) and automation. The approach was carefully aligned with business goals and grounded in the realities of horticultural operations. The first focus was purchasing, where buyers once spent up to 80 hours manually analyzing vendor orders. NexusTek implemented AI-powered systems capable of replicating those same decisions, embedding new technology into purchasing workflows.

From there, automation was extended into warehouse and distribution operations to bring greater structure to forecasting and fulfillment processes. NexusTek guided each phase of implementation, ensured systems were reliable, and provided the dedicated expertise needed to integrate AI-driven processes into day-to-day operations.

## Faster decisions, stronger service, and lasting growth

By adopting AI-powered systems, Griffin turned time-intensive manual work into predictive, automated processes that deliver measurable results. Buyers who once spent up to 80 hours on a single vendor analysis now complete the task in minutes with near-perfect accuracy. Operations across their 16 distribution centers now run faster and with greater accuracy, and employees are freed from repetitive tasks to focus on higher-value, revenue-driving work. These gains have strengthened customer service and given Griffin a competitive edge in an industry where many peers still rely on outdated systems. Most importantly, the transformation proved that responsible growth means enhancing—not replacing—the people at the heart of the business, blending tradition with technology to build a foundation for future success.

[Learn more at nexustek.com.](https://nexustek.com)



## Challenges

Retaining institutional expertise as tenured employees retire

Eliminating manual, time-intensive purchasing processes

Meeting rising expectations for speed and accuracy

Scaling operations profitably across multiple distribution centers

## Services

Managed IT Services

AI Strategy and Automation

IT Operations Modernization

## Outcomes

80 hours of manual purchasing work reduced to minutes

Sharper forecasting and streamlined operations

Employees empowered to focus on revenue-driving tasks

Stronger customer service and competitive edge

Digital transformation rooted in tradition of responsible growth

## About the customer

A U.S.-based horticulture distribution leader, providing products and services to greenhouse and nursery growers for decades