

Trimming The Waste

In troubled economic and changing times, companies in the waste and recycling sector should look internally to try and become more efficient and manage resources more effectively, as ISB Global's **Matthew Gawn** explains

Streamlining internal processes can result in reduction of costs, more efficient haulage, reduced inventory levels, increased throughput and savings on administrative time, service and higher profitability.

In 2007 the former owners and operators of several successful waste and recycling companies met to discuss their next venture, a waste

broking company. There the idea of 707 Resource Management was born.

Matt Miles and Graeme Rose wanted to start a company that strived for optimal recycling rates, was quick, lean and gave exemplary levels of service to all its stakeholders.

The 707 team started to plan how it could ensure that management controls were in place in order to meet these challenges – not an easy task. So,

how do you go about ensuring good planning and control in all aspects of the business, which in turn provides insight and intelligence while keeping an eye on everything going on during a critical start-up stage?

The team believed that through the use of business management software they could manage their business by appropriate control of information from operations, financials, customer

and supplier relationships, rather than have their heads constantly buried in multiple applications, data and paperwork. Matt and Graeme started to investigate SAP Waste & Recycling One to see if it could give them the instant control of operations.

One Software Solution

“WHEN WE got down to two finalists and checked them out in depth, we found that SAP is the best integrated, hands down. Nobody else has integration covered like SAP,” David Adams, director of 707 Resource Management, said.

707 required a 360-degree view of operations, so they could focus on business growth while managing all aspects of operations. The management team had previously used a number of software applications such as an accounting and operational customer relationship management (CRM) with spreadsheets to manage their businesses and found that it took a great deal of effort and resources to get data out of the systems.

What the management believed they needed was a link between customer, job, supplier and invoice... and everything in between, like sales and purchase orders. This would eradicate the need for continually checking in multiple systems and referencing any paperwork.

Speed & Efficiency

AS SAP Waste & Recycling One is an integrated solution, this allows 707 customer service agents to access a customer account from a screen and log the nature of the query. From this screen they can access operational information on the job that has taken place or billing information anywhere in the software. Therefore, speed of answering queries is met and maintained in a very straightforward overview of key areas, giving 707 the competitive advantage it requires.

As most queries are driven from invoicing it is imperative to have timely and accurate invoicing with correct data sent to the correct place. The software provider is able to provide that with its partner, Draycir's Spindle Professional

Document Automation Software. An invoice is raised then sent automatically via email and archived in the SAP's CRM so that agents have access to this.

“Spindle Professional fully supports our sustainability credentials and is a great, practical example of how being green and going paperless can save you money,” explained Graeme Rose, managing director of 707 Resource Management.

Great Communication

AT START-UP the company could not afford multiple administrative resources to capture and collect data on operations. It needed timely and reliable information that gave it an instant overview of what was going on in the business.

The management team had to focus on growth while feeling confident each department in the organisation was doing their job, gathering information on the daily running of operations in order to provide reporting and business intelligence that made sense, which the management team could trust and rely on to make business-critical decisions.

Matt and Graeme found that SAP Waste & Recycling One provides pricing information as Master Data that cannot be amended, transferring from departmental job function or from order to job to accounting (just as all Master Data in the software). So, it can be relied upon as “one version of the truth” and a reliable insight into transactions and profitability.

Customer Service

GRAEME AND Matt were aware that the majority of customer queries came from job updates and invoicing. So, timely and correct invoicing was imperative to keep queries down. Speed and automation of invoicing, archiving and easy access to customer accounts could further aid in cost cutting efficiencies.

Another concept that the 707 Resource Management team were very keen on was to give certain access to the customer to allow them to check on the status of their orders and billing information. This would take work

from the customer service team and allow customers to check on the status of their orders online.

SAP Waste & Recycling One was able to provide these cost saving efficiencies by taking master data from customer accounts, data from operations and data from finance and giving access to it online.

Investment In Technology

SAP SOFTWARE can provide reports on any data available in the system. Therefore, information on job, waste type, recycling rates, customer and supplier can be generated in a report instantly. These reports don't have to be paper-based and can be sent to mobile devices for instantaneous real time updates, for example.

ISB Global's partner, Draycir, had a solution that enabled a report to be emailed automatically to the customer, for example. This allows an invoice to be sent immediately once the job has been completed and financial transaction posted.

This provides great efficiencies due to the data being in one integrated solution, it speeds up the transaction times aiding in cashflow, keeps customers happy, aids staff in accessing historical customer data in the CRM, speeding up queries and saving a huge amount of money and time in post and administration.

“That is when we applied another lesson we had learned from experience – that it is smart to employ a strong business software foundation from the very beginning.

Other start-up companies defer that investment and start with a mishmash of applications instead. What they learn is that the difficulties in getting the applications to talk with one another frustrate customers, burden employees, stifle growth, and prevent business concepts from delivering their full potential,” concluded 707 Resource Management director, David Adams. **CIWM**

ISB Global is a professional business, systems and technical consulting company; an SAP Partner and have developed their own SAP endorsed software, SAP Waste & Recycling One. Meeting the needs of waste broking companies, such as 707, waste logistics and material recycling companies