

CHALLENGE

Manage trash and recycling in remote, hard-to-access areas.

A national variety store chain needed to implement a more sustainable and cost-efficient waste management program. With 1,000 new stores opening each year in remote locations, they required a partner with a reach that matched their scale. They also needed a waste management provider that could consolidate billing among all their locations, and house each store's waste information in one centralized platform. While the company knew its locations produced excess cardboard, they wanted more insight into how each location could maximize revenues by selling those recyclable materials. They needed a new waste provider that could:

- 1** Service remote locations
- 2** Streamline billing and invoices
- 3** Maximize its cardboard recycling program and increase revenue from rebates
- 4** Track and analyze sustainability efforts



SOLUTION

Using data to customize and support.

Rubicon's innovative technology helped the customer take a data-driven approach to managing their waste. By monitoring the waste per store and scheduling pickups only when weight requirements were met, Rubicon reduced the cost of hauling. Rubicon's platform lets customers track and monitor trends related to their recycling and waste operations. With this added transparency and insight, the customer has the data they need to achieve the greatest possible cost savings.

RESULTS



SAVINGS

Reduced hauling fees saving the customer **\$1M** in waste costs each year



IMPLEMENTATION

On-boarded all new locations with right-sized equipment and optimized service



BILLING

Consolidated store invoices and billing under one platform



TRANSPARENCY

Enhanced access to service data and analytics for each service location

