



Driving the Value Proposition

A question often asked by our customers is; "What is the value of using a tool that is designed for the Waste & Recycling Brokerage marketplace?" And we answer with something like; "To drive new revenue, better customer service, and basically to gain greater visibility into all waste material streams for maximum operational efficiency and into all financial revenue streams for greater accountability."

The 1st part of this answer is simple to understand. To increase profitability, you must have the ability to manage prospects, have visibility into their waste streams, and convert more of them into customers. This can occur by reducing costs for customers, increasing rebates, reducing customer risk / liabilities of contaminated material, and identification of where there are opportunities for reverse logistics / life cycle resourcing. This is the value proposition that every Waste & Recycling broker can provide their customers, and we provide them the tools to do so.

The 2nd part of that answer is not as quantifiable, but it still can be measured in customer and vendor retention. It is important to understand your business partner's simple needs.

- 1) They want information that meets their company's goals.
- 2) They want to quantify / measure how their efforts are adversely or the reverse, benefiting their company and the environment.
- 3) They want tools that help to communicate their needs and desires.
- 4) They want to be communicated with and know that whether for better or for worse, someone is "taking ownership" to assist them through their challenges.

That is why we call them a "business partner." A partner is a "two-way street," and not single directional of solely I provide you a service or you provide me one. We are partners working together to meet the relationship's objectives, and our company provides the tools to make this more in depth type of relationship possible.

The 3rd or last part of that answer is much harder to define, but it affects both the 1st and the 2nd parts of our value proposition. To drive increasing revenue and to achieve more mutually beneficial relationships with business partners you must have visibility into both the "upstream" and "downstream" logistics of a waste stream. Understanding patterns, prices, costs, and risks is the whole point of visibility. Where does material come from, where does it go, what does it become, who provides the service, what are the costs, how do they compare to others, and how does it affect the bottom line, are all questions that need to be answered, but are only answered if you have the information. And again, we provide the tools to be able to collect and understand that information.

Broken down the "value proposition" then becomes quite simple. It's just a matter of whether or not you have the tools necessary or you don't. And are you just looking for customer or vendors that are only that to you, or are you looking for business partners, which are relationships that can grow both of your businesses together.

- Michael Ayoroa, Founder & President of Microsoft ITA Dynamics
(January 2017: Thoughts for the Waste & Recycling community)