



## **Waste & Recycling Brokerage v2.0**

The trend in the Waste and Recycling marketplace emerging shows that the community is evolving from a former just “pick it up” and “forget about it” type of mentality to now a more environmentally responsible corporate culture, and ITA Dynamics and its brokerage partners have been leading the charge and on that journey of changing the way organizations manage their waste and valued material since its inception. We have accomplished this by creating the only one true “Waste Brokerage Software” on the planet and thus bringing transparency, visibility, and accountability to all waste streams and life cycle processes.

I once told a partner, “waste is a commodity not to be wasted,” but governments and corporations either just didn’t know what to do with it properly or how to effectively take advantage of these commodity streams. Enter the “Waste and Recycling Broker.” Let’s take a step back and review what waste and recycling brokerage companies actually do. Waste brokers help organizations manage, organize, create, and view their waste streams. Their goal is to either help their clients reduce costs, reduce their environmental footprint, and/or create “closed loop” life cycle manufacturing. Traditionally haulers just “picked it up,” landfills “threw it in a hole,” and recyclers tried to “separate and transform it.” As such waste brokers have the unique challenge of having to work with all three to manage; haulers, recyclers, landfills, and additionally they must help account for all that material, report to the customer, help make certain corporate goals are being met, and all the while have visibility into all streams across all city, state, and country lines. Not an easy task to say the least, until now.

ITA Dynamics is happy to announce our next version of “ENWIS Brokerage” v2.0 is to be released with the beginning of 2nd quarter 2017 and we’re excited to be taking this next big step together with our waste brokerage partners. Already over the last 20 years our waste and recycling offering backed by Microsoft has accomplished much all over the world, but early on in 2010 ITA Dynamics teamed with one of the largest waste brokers at the time, before it was bought out and assimilated by WMI, to help define ENWIS for the brokerage market. Over the course of the last several years we have worked tirelessly with some amazing waste brokerage firms. We would like to sincerely offer our very special thanks to our friends, partners, and our most famous waste broker customer in Atlanta who is now one of the fastest growing fortune 500 companies in the world, for helping to define this product, and to our partners in Europe for making version 2.0 possible for release to every waste brokerage firm in the world.

Over the coming weeks, we will be releasing information to the public in segments before the finished product is revealed globally at Waste Expo 2017 in New Orleans, LA. This incredible new device independent application will allow its users access into all parts of the business from anytime, anywhere, and no matter where you fall into the waste stream. From vendors (i.e. Haulers, Recyclers, Landfills), to customers (diversion, request pickup, paying a bill), to waste recycling brokerage staff (sensor readings, analysis and OCR, etc.). And to all those who think they aren’t a part of the waste and recycling marketplace mark my words, it doesn’t matter what business you’re currently in we all generate waste or “valued material.” So, whether you just want to be prepared for the closed loop material acquisition, or want to add an additional revenue stream to your bottom line, or just want to make the world a better place, you’re about to have the tools and system necessary to do it from end to end.

– *ENWIS Brokerage v2.0, the next generation in managing the waste stream.*

**- Michael Ayoroa, Founder & President of Microsoft ITA Dynamics**

(February 2017: Week 1)