

Multi Material Stewardship Board (MMSB)

Expanding Modern Waste Management Practices with Sage CRM

Who they Are

Located in St. John's, Newfoundland and Labrador, the Multi-Materials Stewardship Board (MMSB) is a crown agency responsible for fostering recycling initiatives and proper waste management across the province. MMSB focuses on growth with the development and implementation of province wide education initiatives to promote the adoption of more progressive waste management practices.

The Challenge

MMSB was using a legacy, industry specific solution, ROCAPS to manage the various waste management programs throughout the province. The solution captured too much unnecessary data, which resulted in frequent down time and database performance issues. Outdated handheld devices and inadequate integration between ROCAPS and their antiquated version of Sage 300 ERP led to improper inventory management, duplication of information, and the inability to track the appropriate information

for business intelligence and data analysis. This inadequate integration was hindering what could be a very straightforward upgrade process.

With more than 163.6 million used beverage containers collected and passed through one of the 60 different recycling depots throughout the province of Newfoundland and Labrador last year, MMSB was struggling to manage all of the incoming data and provide their stakeholders with the information they needed, when they needed

it. As their waste management programs continued to grow across the province, MMSB was looking to move away from the legacy, industry specific software that had outlived its usefulness and was no longer sophisticated enough to meet the growing regulator's requirements. They needed a CRM solution that could tightly integrate with their existing Sage 300 ERP software and increase management control over the complex multi-material, multi-step process that is recycling.

The Solution

When searching for a new solution, collecting business intelligence and real-time reporting was a requirement for MMSB that their previous solution did not allow for. MMSB regularly gathers statistical data for information sharing purposes, knowledge transfer, and program reporting for their own office personnel and stakeholders in remote locations throughout the province.

In making the decision to retire ROCAPS, MMSB selected to work with ADS to move ahead with a custom Sage CRM implementation integrated with their existing Sage 300 ERP solution. Inventory management is crucial to the success of any recycling program. Sage CRM customizations provided MMSB with the ability to build a new entity for recycling within the product with separate applications for tire, beverage, and paint recyclables.

Prior to the implementation of Sage CRM, to manage the inventory control of recycled materials, handheld devices that were running on outdated software were used to scan the recyclables moving across the province. The handheld devices

were synched up to ROCAPS but any adjustments that needed to be made were done manually in Sage ERP. This resulted in difficulty managing inventory accurately and increased time and effort entering information into multiple databases.

Working with ADS to create a custom application for the handheld devices that synchs to Sage CRM, the depots and truckers that move the recyclables can now securely login, scan inventory, and upload data to Sage CRM whenever and wherever they are. The real-time synchronization of inventory data to Sage CRM eliminates the duplication of efforts and reduces the potential for error in data entry. The development of the recycling application to work within Sage CRM and Sage 300 ERP allows MMSB to now manage all operations, collections and payments processes for its recycling and waste management programs within one interface.

The Result

Sage CRM allowed MMSB to improve efficiencies within their operations and regulate the robust legislation that governs the recycling industry. Tightly integrated with Sage 300 ERP, Sage CRM has enabled MMSB to replace the patchwork of applications and spreadsheets where they stored and managed their data, and transition to a single integrated application. They can now effectively manage customers, pickups, inventory, and financial data, which will help them reach their target of diverting 50% of the solid waste stream from disposal in landfills by 2014 with the help of Sage CRM.

Since implementation of Sage CRM, MMSB can now deliver real-time CRM and financial data to their stakeholders with one-click functionality. They are empowered with the insight and information they need to enhance their recycling initiatives and meet their changing needs as they continue to expand on their many environmental programs.

Sage CRM enabled MMSB to effectively manage their inventory and provide real-time information flow between vehicles and the head office.

About Atlantic DataSystems

A leading IT provider throughout Canada for small to mid-sized enterprises, ADS delivers strategic and technical consultancy, IT outsourcing services, and a comprehensive range of ERP and CRM solutions to help growing companies better run their business.

Through our deep industry knowledge, proven and consistent service delivery and strong technology capabilities, ADS builds long lasting partnerships with our customers to enable a measurable return on technology investment. With offices throughout Atlantic Canada and Ontario, the ADS team of experts is committed to helping businesses leverage technology to achieve their goals.

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