



AMCS Case Study

The William Tracey Group

The William Tracey Group fuses unparalleled industry experience with the latest technologies to deliver innovative recycling and resource management solutions. AMCS Enterprise Management (ERP) drives significant operational efficiencies and cost savings at The William Tracey Group

by Chris CLOSE Photography

The William Tracey Group in brief

The William Tracey Group is one of the UK's leading recycling and resource management companies with 10 sites across Scotland and the North of England. The company fuses unparalleled industry experience with the latest technologies to deliver innovative recycling and resource management solutions. AMCS Enterprise Management drives significant operational efficiencies and cost savings at The William Tracey Group.

The Opportunity

There were a number of drivers for change in the development of William Tracey Group's systems. Following a strategic review, the company's management team identified an opportunity to gain better leverage and competitive advantage from their scale but realised that to do this they would need to be able to take an enterprise-wide view and to significantly improve their data and process quality. William Tracey Group also identified that there was a competitive advantage to be gained from improving its customer engagement and experience. New methods of customer communication were required and employees handling customer queries needed access to data that was current, accurate and unambiguous.

The company's existing systems were starting to age and their maintenance and development had become expensive with limited scope for growth. These systems could not provide enterprise-wide visibility or the detailed data required to make key business decisions. Information was not easily accessible and would often be stored in multiple locations. With these goals in mind, a decision was taken to find an enterprise-wide operational management system capable of supporting the company's future growth.

The Solution

AMCS Enterprise Management was selected and installed to manage the company's daily operations, route planning, vehicle tracking, transport and weighbridge operations. Further modules were implemented for call centre and customer communications management, quotations and supplier job confirmation along with container management and accounts control. AMCS Enterprise Management customisable web portal provides customers with 24/7 access to account and service information including details of all work undertaken, statements and invoices, and a secure online payment facility.

"AMCS Enterprise Management has enabled us to better understand the detail of our business and has already delivered significant operational and administrative efficiencies and cost savings. This helps make us more competitive and enables us to better control our customers' future waste management costs"

Robin Stevenson Managing Director, William Tracey Group

The AMCS Enterprise Management reporting module generates critical management information based on reliable data, to make key business decisions and ensure profitable operations at a route, vehicle and customer level. In addition, three mobile apps (part of AMCS Enterprise Management) were deployed, JobMan – for real-time job confirmation,

ServiceMan – for in the field container management and BanksMan – for grading and exception reporting on loads. AMCS Mobile has been installed on the robust touch screen On-Board Computers in all the company's collection vehicles. This allows the transport office to interact in real time with the driver, providing digital route sheets, sending ad-hoc work and receiving real-time route progress and lift verification.

The Solution, Continued

All RoRo and skip drivers now use hand-held devices, which display the vehicle's service schedule and enable drivers to confirm the job completion or report a missed lift – all in real time. All wheelie bins now have Radio Frequency Identification (RFID) tags fitted, recording the exact date, time and GPS location of every lift. This provides irrefutable service verification and highlights any unplanned or unauthorised lifts.

The Result

Implementing AMCS Enterprise Management has been very beneficiary.

- ▶ It has reduced the company's operating costs by improving efficiency across the business and is fully scalable to support its continued growth.
- ▶ AMCS Enterprise Management has already increased the accuracy and availability of data, which is better informing business decisions. For example, the RFID, GPS bin matching and weighing technology means it is now possible to identify profit and loss down to single vehicle and individual customer level. This enables the implementation of weight thresholds into pricing structures and the capability to offer a pay by weight service where desired.
- ▶ Optimised routing has resulted in significant fuel and emissions savings bringing both cost and environmental benefits.
- ▶ Streamlining the back-office processes has reduced the volume of data entry, cut duplication of effort and removed the need to enter data onto multiple platforms.
- ▶ The company's resource management has also been improved through better understanding and tracking of materials. This knowledge helps ensure that materials are processed by the most appropriate technology, reducing contamination and improving recovery rates. This in turn provides a higher quality and more valuable end product.



AMCS Enterprise Management also provides real time data and proof of service ensuring accurate billing and increasing the speed of issue resolution on any queries. Improved communication via the AMCS Web Portal brings the company closer to its customers, helping it to anticipate future needs. The availability of a detailed and accurate customer history (weights, contaminations, lift frequencies) means a more informed and targeted approach can be adopted when reviewing pricing and crucially it eradicates unprofitable work, which would previously have been subsidised by other customers.

The Future

Both parties are committed to a long-term partnership, which aims to continuously improve on AMCS Enterprise Management and further build on levels of automation. The goal is a seamless and paperless end-to-end process from the initial customer enquiry, through to the final invoice payment. affan Forsslund concludes, "We have implemented the solution on 20 trucks so far, and the results indicate an impressive savings potential."

"All in all, we are very satisfied and look forward to exploring the further potential of AMCS's planning system in the future."

