Case Study

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Advanced Disposal

Advanced Disposal is the largest privately-owned environmental services company in the United States. The company operates in 17 states (primarily in the South, East and Midwest) with 91 collection and hauling facilities, 114 facilities for either disposing or transferring of waste, and 25 recycling facilities. Advanced Disposal currently has approximately 5,300 employees.

Desired Business Outcome

Using multiple line-of-business (LOB) systems, Advanced Disposal managers previously had to pull six different reports to gain visibility into sales performance to prepare for a thirty-minute coaching sessions. On average, 60% of the managers' time was used in preparation, preventing managers from focusing on the coaching. ACTS deployed a Business-Critical SharePoint solution by connecting their LOB systems with SharePoint via Nintex. The solution helped improve cross-departmental collaboration, visibility into sales performance, and employee coaching.

Disparate IT Systems

Advanced Disposal's sales department has primarily been using Microsoft Dynamics® CRM for their Customer Relationship Management (CRM) system. The customer services department has been using an industry-specific solution for their customer billing, operational routing of collection vehicles, and final sales results. According to Mark Nighbor, the Director of Marketing and Sales at Advanced Disposal, "Our biggest challenge is that our data sits in multiple systems, so we're constantly dealing with multiple reports, We have a CRM system in place that allows us to look at various metrics associated with salespeople's levels of activity, their pipeline, and their success in closing deals. We also have data in a system used for customer billing, routing, and official sales results that is completely separate from CRM."

Cumbersome, Manual Processes

Advanced Disposal's managers would need to run more than six different reports to capture the necessary information and then process it manually. They were not able to provide any form of analytics with spreadsheets for providing better coaching and direction. Some sales managers estimated this could take over 30 to 40 minutes for each thirty-minute coaching session with their reps.

SharePoint was already in place but Advanced Disposal was primarily using SharePoint for their Intranet. One to two other departments began using SharePoint for vendor management and safety tracking during the development of this project.

Advances Disposal Trucks

" When our sales managers have improved visibility and the ability to drill down to details quickly and aggregate all information, they will be able to provide better coaching and better direction for their sales team to help grow and retain business."

Mark Nighbor
Director of Marketing and Sales, Advanced Disposal

Solution

Advanced Disposal selected ACTS, a Microsoft partner to help them fully leverage SharePoint, gain more value out of their existing LOB systems, and improve enterprise-level productivity. With ACTS' guidance, they are now able to use SharePoint to surface and share LOB data via SharePoint across teams. ACTS implemented a Business-Critical SharePoint solution where SharePoint is connected with Microsoft Dynamics CRM and the industry system. They used SQL Server Analysis Services (SSAS) and SQL Server Integration Services (SSIS) to build an online analytical processing (OLAP) cube to pull data from the Dynamics CRM and Advanced Disposal's Customized Industry specific platform in order to gather real-time, production data and perform analytics. Using Nintex, they created a goal setting form for Advanced Disposal to create a third element to the data analysis to track sales representatives' performance. They also used SharePoint Performance Point to create custom dashboards and reporting capabilities.

Benefits

Mr. Nighbor's top goal for the implementation was to give sales leadership the ability to get a quick assessment of key metrics for their respective teams. "It's primarily managers that are engaged with the analytics solution. When our sales managers have improved visibility and the ability to drill down to details quickly and aggregate all information, they will be able to provide better coaching and better direction for their sales team to help grow and retain business."

Improved Decision-Making and Coaching

Advanced Disposal's Business-Critical SharePoint solution now allows managers to input individuals' goals for the year and check performance metrics against the goals using visual performance indicators. As Mr. Nighbor summarized it, "The solution is mainly focused on the 170 sales people deployed to grow revenue by focusing on commercial enterprises."

Reduced Amount of Manual Labor

Managers previously entered and tracked individuals' goals in spreadsheets in addition to the numerous reports used to capture the data. The solution reduced the need for spreadsheets and the chance for errors, allowing managers to enter goals into a Nintex form. The form performs auto-calculations and ties the information from Dynamics CRM and the industry system. The solution also reduced the need for six separate reports. A manager can sit with an individual and, together, go through the analytics using the SharePoint screen. This allows the manager to focus on the areas needing improvement. The solution, in the end, will also assist managers in helping individual sales representatives to improve their performance, as well as, help them understand the importance of their data and entering it correctly.

Industry:
Professional Services
Environmental Services

Products, Software and Services:
Microsoft SharePoint 2013
Microsoft Dynamics CRM 2011
Microsoft SQL Server 2012
Nintex

Country/Region:
United States

Deliverables:
Trux Analysis
Dynamics CRM Analysis
SSAS
SSIS
OLAP
Performance Point Services
Configuration
Nintex Form
Configure Search