



AMERICAN TRASH MANAGEMENT

A Business Case for Reduced Truck “Rolls”

Heightened awareness about energy conservation has made transportation a hot issue of late. Concerns about rising fuel prices and the environmental impact of greenhouse gas emissions have consumers and corporations searching for ways to minimize the use of fossil fuels to help both the planet and the bottom line. On the enterprise side, fleet management companies are using cellular networks to optimize operations and reduce the need to dispatch trucks, thus reducing environmental impact and costs.

Partners

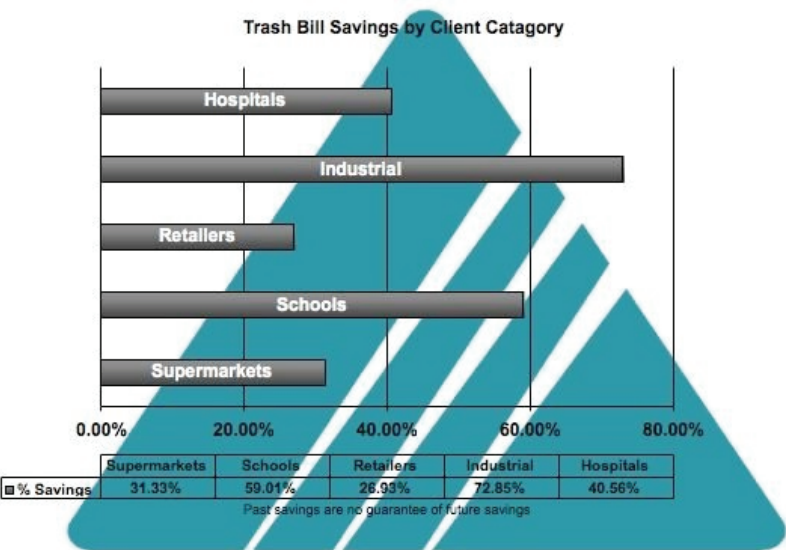
For example, American Trash Management’s (ATM) SmartTrash[®] solution is using CDMA2000[®] technology to transform the waste management business. ATM installs its SmartTrash device in the trash compactors and balers of supermarkets, retailers, hospitals, schools and manufacturing facilities. The

device time-stamps, records and analyzes compactor data including information about how full the compactor is and its energy use. This data is then transmitted by KORE Telematics and Aeris across Sprint’s and Verizon’s CDMA2000 networks to ATM’s data center. Technicians in the data center analyze the data and optimize pickup times. When a compactor requires pickup, ATM contacts the customer’s hauling company via phone, fax or email and schedules a pickup. Customers can also access compactor data from anywhere in the world via a web browser.

Constant connectivity is crucial for this type of waste management solution as downtime can cause major problems for customers. ATM found CDMA2000 to be a proven, reliable alternative since ATM wrote its own IP stack and the company was able to quickly deploy its solution given CDMA2000’s “packet-based” architecture.

The SmartTrash solution transforms the waste management business from a business based on regular, scheduled pickups to one which offers pickups on an “as needed” basis. Reducing the number of trucks dispatched is a major objective for M2M applications as companies look to cut costs and reduce their environmental impact.

On average, the SmartTrash system saves customers between 25 to 70% on waste management costs



ATM’s solution produced measurable benefits for its customers in terms of cost savings, increased efficiency and lower environmental impact.

Optimized pickups mean fewer trucks need to be dispatched — for example, every 1.7 days rather than every day. ATM can decrease waste management costs, and reduce greenhouse gas emissions.

Depending on waste output, ATM’s customers realize cost-recovery relatively quickly. On average, the SmartTrash system saves customers between 25 to 70% on waste management costs.

Sources: Harbor Research, Inc. and American Trash Management (ATM)