Microsoft

Dubai-based company uses cloud for smarter waste management

After operating manually for years, Zenath is making smarter use of data to optimize its daily operations. Moving to the cloud has enhanced operations efficiency, optimized tasks planning, and automated billing process, taking customer service to a completely new level.

ZENATH
GREEN MASTERS

Customer
Zenath Recycling and Waste Management
Country: UAE
Industry: Travel & Transportation
Customer size: 100-500 employees

Customer profile
Zenath Recycling and Waste Management, established in 1988, is one of the largest waste haulage companies in Dubai. It offers a wide range of waste management services for various customers.

Software and services
Azure

"We wanted to integrate all our operations in one database so we could analyze our performance, enhance it and better service our clients without spending too much."

**Mohamed Salah,
Head of Operations, Zenath
Recycling and Waste Management**

Dubai-based Zenath Recycling and Waste Management, which caters for 2,300 waste collection locations for an increasing number of customers, needed to eliminate manual processes and automate its workflow. It required an integrated platform that would assist it to gain real-time insights allowing them to provide customers with accurate SLAs.

Given the scale of the operations, Zenath was facing challenges in controlling their fleet and optimizing routes for drivers and costs associated with fuel consumption, as well as long SLA on actions and complaints, and traditional methods were not sufficient anymore. "We wanted to integrate all our operations in one database so we could analyze our performance, enhance it and better service our clients without spending too much," says its Head of Operations, Mohamed Salah.

Microsoft IoT Partner, HyperNym, created a complete roadmap to digitize the waste management company. Its Hypernet IoT platform built on Azure IoT was used to refurbish Zenath's fleet and waste management operations.

Optimization of waste collection

The IoT solution implementation involved driver app tracking, truck sensors and Radio-frequency identification on waste bins. It uses machine learning to support smarter decisions within the business. In case of any violation by the driver, the system directly sends an alert through an SMS, a mobile app and via email. The solution also provides an analytical platform, which caters to regular and ad-hoc reporting requirements. This gives the business valuable insights that help increase efficiencies from ground up.

"Zenath practices very complex business operations for a wide range of customers. It was important to focus on a seamless user experience in this huge digital transformation project. Azure IoT has become the core strength of our SaaS platform. It's been a great partnership and we see a strong future of digital transformation with this partnership," says HyperNym's CEO, Hasham Zafar.

The solution has allowed Zenath to achieve overall better fleet management and the team expects cost savings of at least 15%. Since the move, customers are aware of the waste management schedule, know how much garbage was collected from them and the status of their bill, easily and quickly.

"We have completely automated job assignments and billing to customers based on weight of waste collected. From improved customer services, efficient fuel consumption to having visibility on the performance of our drivers, Azure IoT has changed the way we conduct our business," Salah adds.

In the future, Zenath plans to have the entire business functions in one integrated and interconnected database to ensure that operations are more streamlined, predictable and cost effective.

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HyperNym
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