

# Digitising End-to-End Service Delivery with Rapid App Development

at SUEZ recycling and recovery UK - a leading waste management company



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## INDUSTRY

Energy

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## CLIENT

SUEZ recycling & recovery UK

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## TECHNOLOGY

Mendix

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## CHALLENGES

- Complex pricing strategy
  - Labour intensive processes
  - Reliance on expert staff knowledge
  - No single 'source of truth' across the business
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## BENEFITS & RESULTS

- Enhanced governance
- Improved digital strategy to support growth
- Integration with existing back-end systems
- Real-time pricing
- Granular geographical pricing structure
- Increased profitability
- Application delivered in 12 weeks

Implementing sophisticated pricing strategies, delivering granular geographical data and realising digital transformation with Mendix

### The Client

SUEZ recycling and recovery UK is part of the global SUEZ group and in the UK employs over 5,000 people. Established in 1988, SUEZ provides recycling, waste and water services to residents, local authorities and businesses.

The company delivers innovative and environmentally responsible solutions for total recycling and waste management services, ensuring compliance with the latest legislations.

### The Challenge

SUEZ's Industrial and Commercial (I&C) division provides waste collection services to 30,000 businesses across the UK. The division was looking for a smarter way to manage prices. Pricing waste collection services can be complex.

The pricing model SUEZ uses is sophisticated and dependent on many variables, including a granular geographical dimension. The legacy approach to pricing was time and labour intensive and involved spreadsheets, excessive manual work and was heavily dependent on expert staff knowledge. The business wanted to improve its governance of the pricing strategy, have better visibility of the direct link between the pricing policy and profitability calculations and build an audit trail for pricing policy changes and the use of discounts.

### The Solution

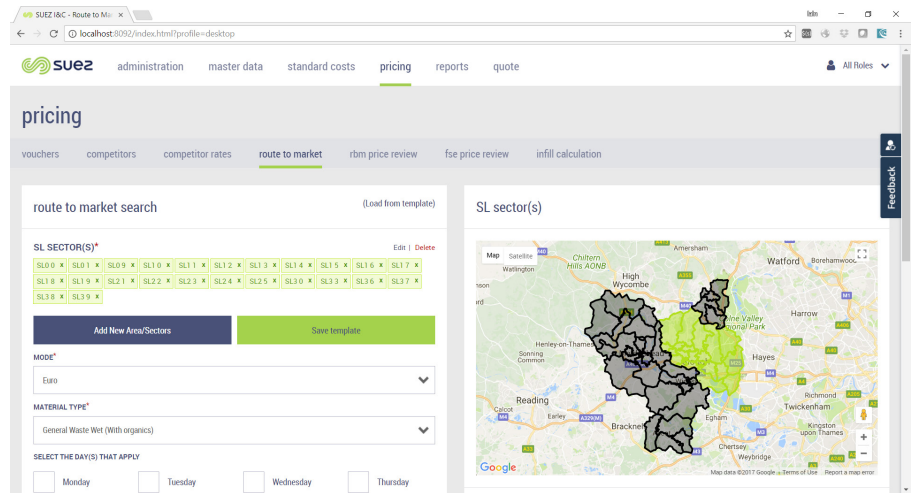
The I&C division looked to implement a Sales Improvement Programme to digitise the end to-end service delivery, from pricing through quotations,

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We have worked with AuraQ on a number of Mendix development projects over the last year. AuraQ has been instrumental in the delivery of top quality applications which were delivered on time and within budget.

**Lana Scholefield, Sales Digitalisation Product Owner SUEZ recycling and recovery UK LTD**

to e-commerce and electronic contracts. SUEZ engaged with AuraQ to implement the 'price engine' solution, which is a foundation for the programme. Implemented using Mendix, price engine manages the core areas of the pricing strategy including system administration, master data management, route management, price review, price simulation and reporting.



Through the application, SUEZ now has the functionality to establish pricing policy at the most granular geographical level and regional managers can now visualise and draw pricing policies of their regions on smart maps, clicking and selecting post code sectors, district and areas at will. Enhancing this accurate pricing logic is integration with SUEZ's back-end systems, via Mulesoft, so that pricing now considers all cost information such as depreciation periods and rental costs. Reports and dashboards have been created to quickly identify missing data or old data and this ensures that the pricing policies continue to remain relevant and consistent.

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AuraQ consultants are professional, knowledgeable and have been flexible with our company's needs. I would have no problem recommending them to others.

**Lana Scholefield, Sales Digitalisation Product Owner SUEZ recycling and recovery UK LTD**

### The Outcome

The price engine application has been received exceptionally well by the business and has been rolled out across the UK to all regional managers and sales teams. The teams can now offer customers a price in real-time and also provide customers, in just a few clicks, simulation of different combinations of services, in order to save them costs whilst cross-selling the services SUEZ provides. The benefits have been recognised across multiple departments with finance, operations and sales teams also using the platform to collaborate and establish smart pricing policy and build a strategy for growth.

The business is thrilled with the results and continues to work with AuraQ to expand the use of Mendix throughout the business. The price engine application was delivered in just 12 weeks and SUEZ recognises that this was achieved by working with an experienced implementation partner "AuraQ have been instrumental in the delivery of top quality applications which were delivered on time and within budget" commented Product Owner for Sales Digitalisation, Lana Scholefield. Subsequently, already there are several new applications planned, including a subcontractor portal and e-commerce platform.