WASTE MANAGEMENT

Think Green.®

Technology

Puneet Bhasin

Senior Vice President and Chief Information Officer

Themes Influencing Our Technology Roadmap

- **Effectiveness**
  - Increase penetration and share of wallet through Sales Enablement and Marketing Analytics
  - Increase margins and close rates by enabling customer segmentation and profitability analysis
- **Customer Centricity**
  - Provide best-in-class self-service capabilities
  - Provide 360-degree view of the customer
  - Provide a consistent, multi-channel experience
- **Efficiency**
  - Move non-value added transactions online
  - On-board Computing & GIS Technologies
  - HR Self Service; Finance eExpense
  - Automation – Standardization – Integration

Technology Focus Areas

- On-board Computers
- eBusiness
- Sales Force Automation
- Consolidated Invoicing

- Marketing
- Pricing
- Customer Service
- Fleet
- Routing & Logistics
- HR & Finance
- Landfill Growth
- Recycling

- ERP
- Data
- Infrastructure

Effectiveness
Customer Centricity
Efficiency

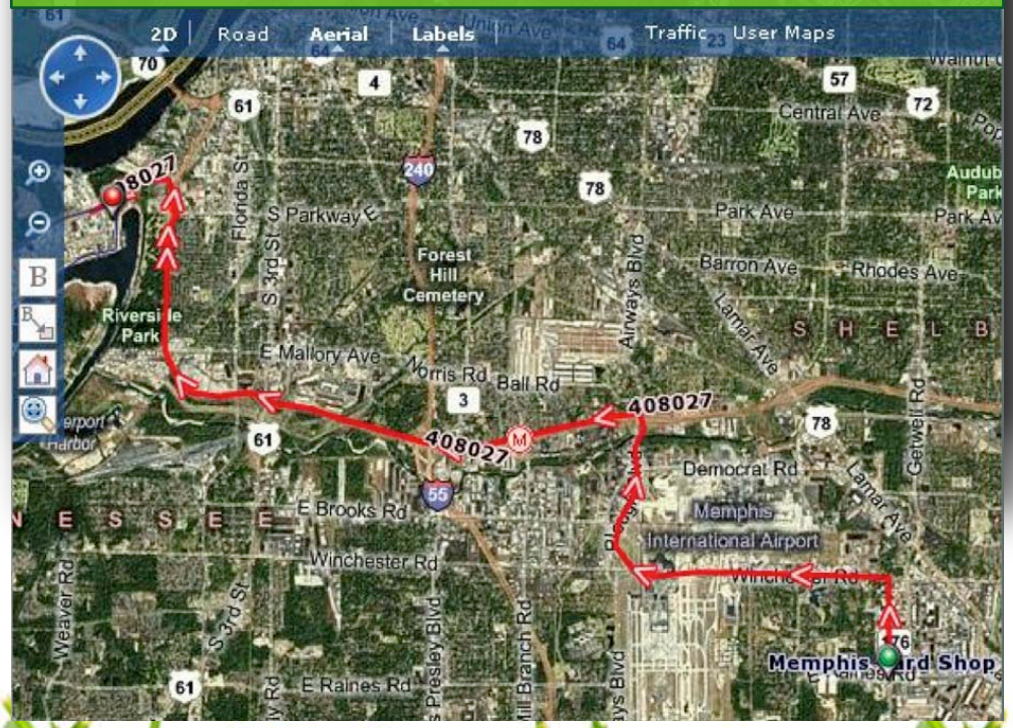
On-board Computing

Dispatch Optimization

Integration with Customer Service

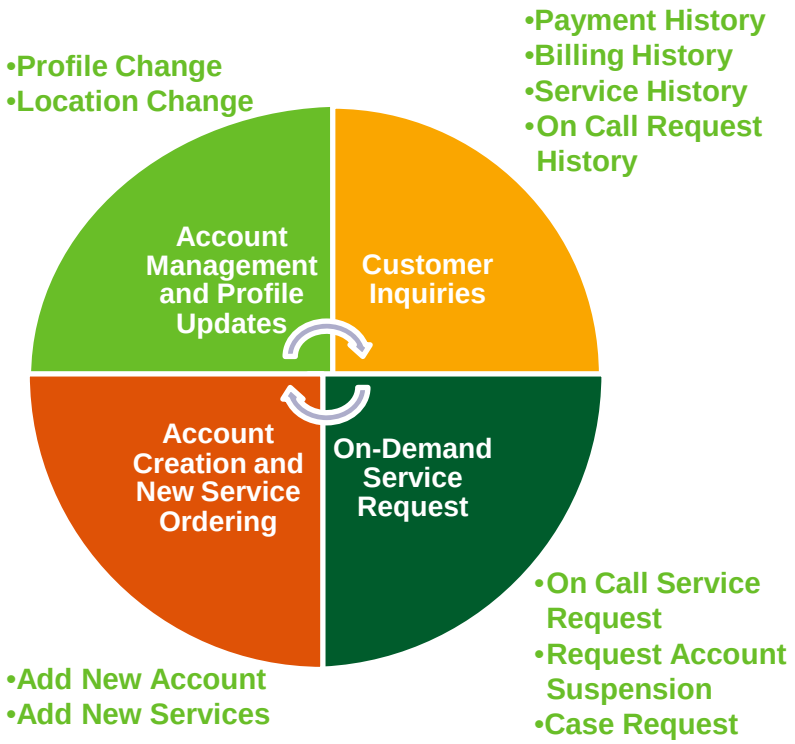
Idle Asset Reporting

Path Reporting



eBusiness – Customer Service

- Self-service
- Account management
- Online service request with case management
- Electronic bill payment and presentment

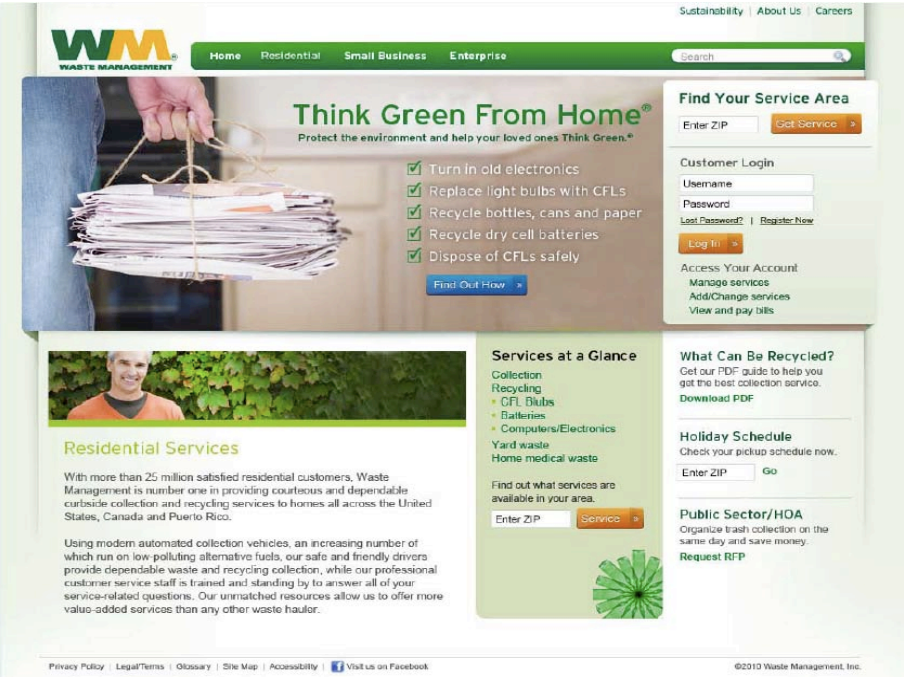


eBusiness – eCommerce

- Site consolidation
- On-demand commerce
- Segmented experience
- Personalization
- Offer management

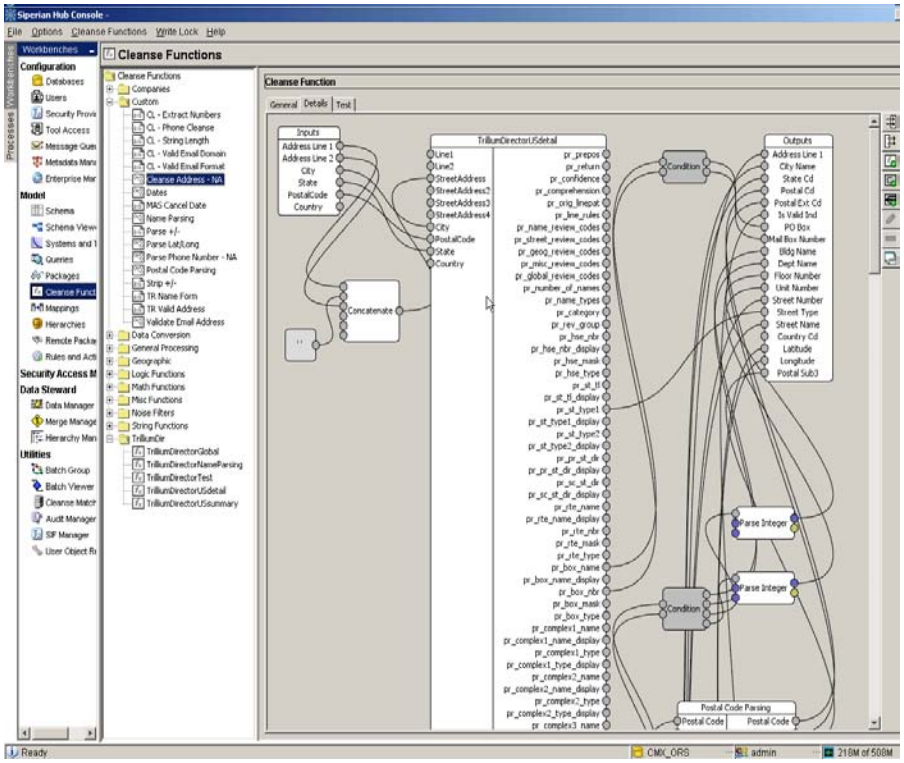
eBusiness – Sustainability

- Platform for our sustainability initiatives
- Thought leadership
- Waste-to-energy



Sales Force Automation

- Sales enablement
- Customer acquisition
- Pipeline management and forecasting
- Customer hierarchies
- Teaming and solution selling
- Cross-sell / up-sell



End-to-End Customer Experience

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Marketing and Prospecting
- Lead generation
- Environmental education

Sales
- Assess needs
- Negotiate terms
- Contract

Customer Set Up
- New service
- Update service

Service Provision
- Schedule / routing
- Physical event / interaction

Billing
- Invoicing and reporting
- Electronic payments
- Collections

Customer Service
- Problem resolution
- Extraordinary need
- Self-service

CUSTOMER

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