



Don't Get Left Behind:

The Future of Waste Industry Technology Solutions

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Abstract: With technology solutions, you can't afford NOT to be looking into the future...your business depends on it. The increasing demand for cross-platform, multi-channel applications have presented a formidable challenge in the Waste Industry. Your response to that challenge will either catapult you to the front of the competition or leave you behind, wondering what happened to your competitive advantage. Do you have the proper office solution in place that will fuel your business into the future?

Remember the not-too-distant past when “real-time” communication meant “I’ll get back to you when I can call you on my rotary phone or reach a pay phone?” How times have changed! And while we are walking down memory’s path, do you also remember Bill Gates’ outrageous vision 30 years ago of putting a computer on every desk and in every home? At the time, it seemed such a bold vision yet today even the idea of one computer and one cell phone per person is outdated; multiple integrated devices are becoming the norm.

Mobile web usage alone has sky-rocketed. According to International Data Corp (IDC), mobile web access will surpass that of PCs by 2016. . In another recent Cisco study¹ mobile data traffic grew 70 percent worldwide this past year. The People’s Web Report², an independent consumer trend report published by Netbiscuits in May 2013, found that over 25% of respondents spend more than 6 hours on the mobile web each day, with 7% engaging with the web for 12 hours or greater. Close to half of all respondents spent between one and six hours on the mobile web.

These figures demonstrate the level of penetration mobile has already achieved in most parts of the world. And, as penetration increases, so too do user expectations. The report also revealed that 76% of consumers will leave a mobile website if it is not optimized for mobile. 44% of consumers would wait to use a PC site, and over 30% simply will not bother with the site at all, or will turn to a competitor instead. This overwhelmingly unforgiving attitude is unlikely to soften with time as technology becomes advanced and the mobile web becomes more widespread. Forcing customers to have a browsing experience incompatible with their mobile device will result in session abandonment.

They expect their apps to work on any device, instantly, with a consistent user experience.

The reality is, mobile devices and solutions are not only making the lives of individuals easier but businesses as well, becoming an essential part of the way they do business. Whether your users are employees, consumers or vendors, chances are they have several devices including desktops, laptops, smartphones and tablets. They expect their apps to work on any device, instantly, with a consistent user experience. This expectation is driving the need for multi-channel, cross-platform application

¹ Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2012-2017.
(http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html)

² The People’s Web Report (2013)
(<http://www.netbiscuits.com/reports/reports-and-papers/the-peoples-web-report/>)

development strategies. The multi-channel approach is to build the same app for any device using a single code base.

The fact is that mobile & web based technology is evolving so fast that serious Waste Industry software developers struggle to keep up with it. New mobile technology will improve, become more durable and lower prices will make it affordable.

Do you have the proper Office Solution in place for the future? How efficiently can your office solution be deployed and scaled to an iPad? An Android? How about to your website?

In managing drivers, trucks, routes and thousands of customers and services, Waste Service Collection

Software development in the future must be scalable from office, to web, to routes using any number of platforms and mobile devices

by definition is an intensive mobile enterprise industry. Software development in the future must be scalable from office, to web, to routes using any number of platforms and mobile devices. If your company is stuck using a central development platform with multiple specialty languages to connect to the web or field, technology is about to leave you behind. Agile RAMS/mE is the one and only

solution that uses the same development environment to address all platforms, every delivery medium on all devices.

Why won't Microsoft, Apple or Google create a cross-platform programming language? Because they are committed to protect their lucrative product domains like MS Office, Google Maps and iWhatsNext. It is time for an independent language provider to serve this industry's needs.

How important is this changing development strategy to your future? How important will it be for your business to quickly and easily adapt to new technologies? Most companies are struggling to integrate five to 10 year old technology much less keep up with the latest mobile device boom.

Bottom line, can you afford to let the limitations of your technology chip away at your competitive edge? Alpine Technology Corporation is moving forward to put Waste Hauler's needs above those of limited platform products. To remain competitive in the future, you must become Agile RAMS/mE. Learn more at www.rams-pro.com/RAMSmE.