



## Microsoft MapPoint System Customer Solution Case Study

The power of location



## 1-800-GOT-JUNK? Turns Trash Into Cash With the Help of MapPoint Location Server

### Overview

**Country or Region:** Canada & United States

**Industry:** Junk Removal

### Customer Profile

1-800-GOT-JUNK? is North America's largest junk-removal company, with 148 franchise locations and a fleet of 350 vehicles that haul away rubbish in 38 U.S. states and four Canadian provinces.

### Business Situation

1-800-GOT-JUNK? needed a real-time location-based mapping solution to efficiently guide drivers to customer locations and allow efficient management of its growing chain of franchises and vehicles.

### Solution

Microsoft® MapPoint® Location Server and the location-based services of Bell Mobility and Sprint were used to create a mapping solution that integrates with the existing 1-800-GOT-JUNK? IT system.

### Benefits

- 10-15% more customers
- Improvements in customer service
- Development efficiencies
- Optimizing of franchise management
- Familiarity of Microsoft brand

“By using MapPoint Location Server to increase our routing efficiencies and increase our daily job rate by 10 to 15 percent, we could add up to an additional \$10 million to our system wide revenue.”

Cameron Herold, Chief Operating Officer, 1-800-GOT-JUNK?

1-800-GOT-JUNK? is North America's largest and fastest-growing junk removal company, with 148 franchise partners and a fleet of 350 vehicles. To better manage operations and efficiently route drivers to customer locations, 1-800-GOT-JUNK? needed a location-based solution that could be integrated into its existing scheduling and dispatch system. Turning to the expertise of AppLocation Systems Inc., a solution was developed using Microsoft® MapPoint® Location Server and the location-based technology provided by Bell Mobility and Sprint. By routing drivers more efficiently, 1-800-GOT-JUNK? projects an ability to serve 10 to 15 percent more customers and the addition of up to \$10 million in revenues. In addition, mapping data collected will assist in optimizing scheduling, dispatch and marketing systems, allowing franchise owners to run their businesses more cost-efficiently.

Microsoft® MapPoint®



“Given our confidence in other Microsoft products, the decision to utilize MapPoint Location Server and MapPoint Web Service for our location-based solution was logical and very simple to make.”

Roman Azbel

Vice President, Information Technology

1-800-GOT-JUNK?

## Situation

Founded in 1989 by Chief Executive Officer Brian Scudamore, Vancouver, British Columbia-based 1-800-GOT JUNK? has evolved from a summer business into North America's largest junk-removal company, hauling away household and corporate rubbish in 48 of the top 50 metropolitan areas in the United States and Canada. With a rapidly growing network of 148 franchise locations in 38 U.S. states and four Canadian provinces, 1-800-GOT-JUNK?'s neatly uniformed employees and 350 distinctive blue, white and lime green trucks generated nearly \$40 million in sales in 2004, almost double its revenues reported in 2003.

This rapid growth is expected to continue. In an April 2005 Network World article, Cameron Herold, Chief Operating Officer for 1-800-GOT-JUNK?, says, “The company expects to do \$75 million in sales this year, a 95 percent growth rate.” Herold also notes, “To keep pace with the demand, we will be bringing new franchises online and will be increasing the number of vehicles available to serve our customers. By the end of 2005, we project that we will have nearly 500 vehicles in the 1-800-GOT-JUNK? fleet.”

Along with such rapid expansion comes a new set of challenges for 1-800-GOT-JUNK? One challenge is enhancing the company's ability to guide its growing fleet of drivers and vehicles to the customer location efficiently and maintaining the “on time, all the time” customer service goal. Also, there is the broader corporate need to manage a rapidly growing and spatially diverse group of franchise locations.

Recognizing that Internet-based technology could be a valuable tool in managing its growing franchise and vehicle base, in 1997 1-800-GOT-JUNK? created its own intranet site called JunkNet, which serves as a scheduling and dispatch system, a call

manager, and a contact manager. Under this system, orders received through the 1-800-GOT-JUNK? call center or an online booking form were routed through the JunkNet database. The database then determined how to route pickups based on the Zip Code of the closest franchise to the customer. Drivers received text-based address and client information via Wireless Application Protocol (WAP)-enabled devices, looked up the address on map books carried in the trucks, and headed out on the call.

Aware that franchises could be more efficient at routing drivers to customer locations and determined that the company stays abreast of the latest technology, Vice President of Information Technology Roman Azbel knew that a real-time mapping solution should be integrated with the company's enterprise JunkNet system. In addition, 1-800-GOT-JUNK? believed that such a solution would allow for better overall corporate management of its growing chain of franchises and vehicles.

## Solution

Utilizing powerful location-based technology contained in Microsoft MapPoint Location Server and MapPoint Web Service along with state-of-the-art location-based services and assisted GPS technology developed by Bell Mobility and Sprint, Microsoft MapPoint partner AppLocation Systems Inc. developed a real-time location application. It is based on a mapping solution that integrates with the JunkNet enterprise system and provides 1-800-GOT-JUNK? with the mapping and location-based functions that were desired.

There are two key software components to the real-time mapping solution developed by AppLocation. The first is an application that runs on Bell Mobility or Sprint Pocket PC phones carried by 1-800-GOT-JUNK? drivers. The second resides on desktops of the

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Cameron Herold

Chief Operating Officer

1-800-GOT-JUNK?

franchise partners and call center agents and mirrors the existing WAP application functionality but extends it to create a more flexible and powerful platform.

“The bulk of the work was integrating MapPoint Location Server into the existing JunkNet enterprise system,” says Gary Hartwig, President, AppLocation Systems. “We wanted to ensure that all the necessary features and functions were built correctly so the location information became meaningful to the people in the call centers or the franchise locations. We also wanted drivers to interact with and extract location information as needed and also use it to improve the client information they were getting through the existing enterprise system.”

In a common driver routing and dispatch scenario, address information received at the call center or through the online form is routed into the JunkNet database and then to MapPoint Location Server and MapPoint Web Service. The exact customer location coordinates are then extracted from the MapPoint database and returned to the application residing in the franchise nearest the customer location. Using assisted GPS tracking capabilities built into the Bell Mobility and Sprint PDAs or cell phones carried by the drivers, the franchise owner then determines which vehicle is closest to the pickup location and then “pushes” the precise maps and driving directions to the drivers.

Alternatively, franchise owners can use the location information to plan out a series of pickups or routes and provide drivers with the electronic maps and related driving directions at the start of each day.

## Benefits

### **Faster Response Means Better Customer Service and a 10 to 15 Percent Increase in Customers**

The MapPoint Location Server solution allows 1-800-GOT-JUNK? drivers to minimize the amount of time necessary to locate and travel to a customer location. Faster response times and improved accuracy in finding pickup locations ensures that a high level of customer service is maintained. These improvements also can translate into an increase in the number of customers that can be served each day.

“By using MapPoint Location Server to route drivers more efficiently, we project that the number of customers that can be served by each truck per day will increase by 10 to 15 percent,” says Azbel. “Franchise owners will be able to optimize the schedules and routes of their drivers, who in turn will be able to locate customer addresses faster and more accurately, all of which should result in the ability to carry out more jobs per day per truck.”

“For a \$75 million company with 350 trucks on the road, we presently have an average revenue of around \$200,000 per truck annually,” notes Herold. “By using MapPoint Location Server to increase our routing efficiencies and increase our daily job rate by 10 to 15 percent, we could add up to an additional \$10 million to our system wide revenue.”

### **Optimization of Franchise Management; Increased Scheduling and Marketing Efficiency**

The integration of a MapPoint Location Server solution with its existing JunkNet enterprise system provides 1-800-GOT-JUNK? with an enhanced ability to manage its growing chain of franchises and to track and manage its

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Michael Maysmith

Development Lead

AppLocation Systems Inc.

large fleet of vehicles. At the franchise level, owners know at a glance where their vehicles are and can dispatch them quickly to the next job site as well as better optimize the number of jobs per day.

At the corporate level, data captured by the MapPoint system is easily analyzed for each franchise, or for all franchises combined, so that 1-800-GOT-JUNK? can determine how efficiently franchise partners are running their business. Data is used to determine what optimizations or adjustments to other business processes and systems are needed so that each franchise can schedule jobs in a more optimized way.

“By collecting actual routing data for our trucks and then matching this to expected or optimized routes generated from the MapPoint system, we can see how efficiently franchise partners are routing their vehicles,” says Azbel. “We then provide suggestions to them for optimizing their routing and scheduling procedures. We also use this business intelligence to ensure that our corporate scheduling systems are optimized accordingly.”

Another corporate benefit is the ability for 1-800-GOT-JUNK? to use the power of location within MapPoint Location Server to assess the effectiveness of one of its key marketing tactics. “A large amount of our business comes simply through orders obtained from people driving by our trucks when they are on a job, or when we have purposely parked them in strategic, high-traffic locations to serve as billboards,” says Herold. “Data generated by MapPoint allows the comparison of our marketing locations with that of nearby customers, allowing us to gauge the effectiveness of that location for lead generation and sales. This ‘intelligence’ allows us to optimize our future marketing strategies and tactics, as well as to make better overall business decisions.”

### **Decrease in Product Development and Certification Time**

A key benefit of the MapPoint Location Server solution is that it comes with “providers” for use with the Bell Mobility (Canada) and Sprint (U.S.) wireless networks. These providers are basically a set of code that allows MapPoint Location Server to “talk” to the Bell Mobility and Sprint networks, thereby simplifying the integration of real-time location information into business applications.

“The MapPoint Location Server providers developed by Microsoft, Bell Mobility and Sprint eliminated at least six weeks of development time that we would have needed to build these providers ourselves,” says Michael Maysmith, Development Lead, AppLocation Systems. “The providers include everything that is required, right out of the box, including all the necessary documentation, to achieve the necessary network connections.”

Another benefit of the providers relates to the time required to certify location-based services and devices by the wireless carriers. “Once a provider has been developed and the connectivity established, typically both Bell Mobility and Sprint would require any location-based services connectivity to go through a certification process that can often take several weeks” says Hartwig. “Because Microsoft has worked with the carriers to pre-certify these providers, this certification time has been eliminated.”

### **Extending Investment in Microsoft Technology; Brand Confidence and Ease of Integration**

Having built its JunkNet enterprise system using the Microsoft .NET Framework and utilizing other Microsoft products such as Internet Information Services Web Servers, SQL Server 2000, and Windows Server™

## For More Information

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For more information about AppLocation Systems Inc. products and services, call (250) 220-7122 or visit the Web site at: [www.applocation.net](http://www.applocation.net)

For more information about 1-800-GOT-JUNK? products and services, call (800) 468-5865 or visit the Web site at: [www.1800gotjunk.com](http://www.1800gotjunk.com)

2003, 1-800-GOT-JUNK? wanted to extend its investment in existing Microsoft technology by using a real-time mapping application that integrated easily with its other Microsoft products and that would provide brand familiarity and confidence.

“We are a Microsoft shop and have grown quite comfortable with a range of Microsoft technologies, including MapPoint 2004 Business Mapping Software, which is used to provide some basic mapping functionality,” notes Azbel. “Given our confidence in other Microsoft products, the decision to utilize MapPoint Location Server and MapPoint Web Service for our location-based solution was logical and very simple to make.”

AppLocation developers also appreciate the ease with which MapPoint Location Server and the Bell Mobility and Sprint providers integrate with other Microsoft development tools. “From our perspective, MapPoint Location Server and the operator providers are built in the traditional Microsoft tool sense,” says Maysmith. “They work very nicely with other Microsoft tools such as Visual Studio® .NET and are all contained in one unified package, thus allowing us to integrate location information into enterprise systems very efficiently.”

## Microsoft MapPoint System

The Microsoft MapPoint System is an integrated set of products and services that provide end-to-end mapping and location solutions that help businesses grow revenue and reduce expenses. By enabling customers to locate and track key business assets, as well as more effectively analyze business data, the MapPoint System helps customers improve business results, optimize business processes and enhance business decisions.

For more information about Microsoft MapPoint, go to: [www.microsoft.com/mappoint](http://www.microsoft.com/mappoint)  
Or send e-mail to: [maplic@microsoft.com](mailto:maplic@microsoft.com)

### Software and Services

- Products
  - Microsoft MapPoint Location Server

- Microsoft MapPoint Web Service
- Microsoft MapPoint 2004

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