



Texas Disposal Systems Tames Customized Services Configuration and Pricing



“What excites me most of all is that Cincom helps us profitably grow our business faster than our competitors.”

About Texas Disposal Systems

- Independently owned and operated solid waste collection processing and disposal.
- Company headquartered in Austin, Texas.
- TDS processes 200,000 tons of waste per year from landfill disposal.

Challenges

- Unique business model offering a variety of disposal and recycling services
- Complex pricing dynamics that are variable-driven
- No opportunities for cross-selling

Results

- Quote time slashed by 67%.
- Document creations (proposal and services agreements that include the quote and price) take up to 50% less time than before.
- Configurations and pricing are self-contained, so no additional review is needed, which saves time downstream as well.
- The company can serve more customers with the people and resources they currently have.
- Scalability of CPQ keeps up easily with TDS growth.

Changing the Disposal Business, One Customer at a Time

Texas Disposal Systems (TDS) is one of the largest independently owned and operated solid waste collection processing and disposal companies in the country. TDS headquarters is located on more than 2,000 acres of land, and is the home of the first-ever fully integrated waste facility permitted by the State of Texas. The company processes between 3,000 and 4,000 tons of solid waste per day and diverts approximately 200,000 tons of waste per year from landfill disposal.

The Challenge: Complex, Customized Services Pricing

According to Rick Fraumann, Director of Sales for TDS, "One thing that's different about our company is that even though we started in the disposal business, we now have one of the most unique business models in the country. We do almost every type of recycling there is: single stream, sorted and concrete recycling as well as food waste composting and diversion in addition to regular waste disposal. That means that we have one of the most challenging pricing strategies, as well."

Since each of their business entities had a completely different pricing dynamic, this made it difficult to take advantage of cross-sell opportunities. Fraumann says, "With our unique business model, pricing is much more elaborate than where everyone is selling the same products from a retail or wholesale price list. We have multiple types of services in multiple geographies that all have different cost and market dynamics, so there's much more complexity to it."

"Formerly our salespeople needed to use several different spreadsheets and maps to determine what area the customer was in and what the pricing structure was for that area. Salespeople are not mathematicians, so they could easily become frustrated with the intricacy and how long it took. And since the rates needed to be checked again by someone else, there was a high probability of making a mistake."

"On top of that, we wanted to be able to easily cross-sell all of our products and services in all geographies. So we need to be able to instantly see all of that, create pricing, then communicate and send proposals and service agreements to the customer quickly. We weren't able to do that without a lot of effort."

"We needed a solution that could handle more complex data, put all of that logic together into a better overall pricing matrix at a quicker speed—and required less people to calculate."

Search and Selection

Fraumann says, "We were already working with consultants for CRM, but they were not overly familiar with CPQ vendors and capabilities. The more we researched solutions on our own, the more frustrated we became. The solutions seemed to be designed for product sales much simpler than our own. We found Cincom at the Microsoft convention where we had lots of productive conversations, and then they came out to our facility."

"Cincom made it easy. We just felt comfortable with them."

A Microsoft Dynamics Managed Solution

Fraumann continues, "Additionally, our CRM consultants really liked the fact that Cincom's CPQ solution was integrated as a Microsoft Dynamics managed solution because that meant they could continue to focus on CRM and not become sidetracked with building customized CPQ functionality."

"Our goal with our CRM deployment was to develop a product for the sales rep, for the user, that is integral to them, to drive their business, to make them money, to make it easier to sell. CPQ is a key component of that because if you have everything at your fingertips, you can spend more time selling and in front of people."

Results

According to Fraumann, "Cincom integrated into our CRM system very well. The greatest thing is that our salespeople don't even realize that it's a separate piece of software; they think it's all part of CRM, and they're pretty excited about it."

Fraumann concludes, "I can see that this solution will provide more and more value as time goes on and we add additional capabilities. I'm looking forward to the future in our partnership with Cincom."

