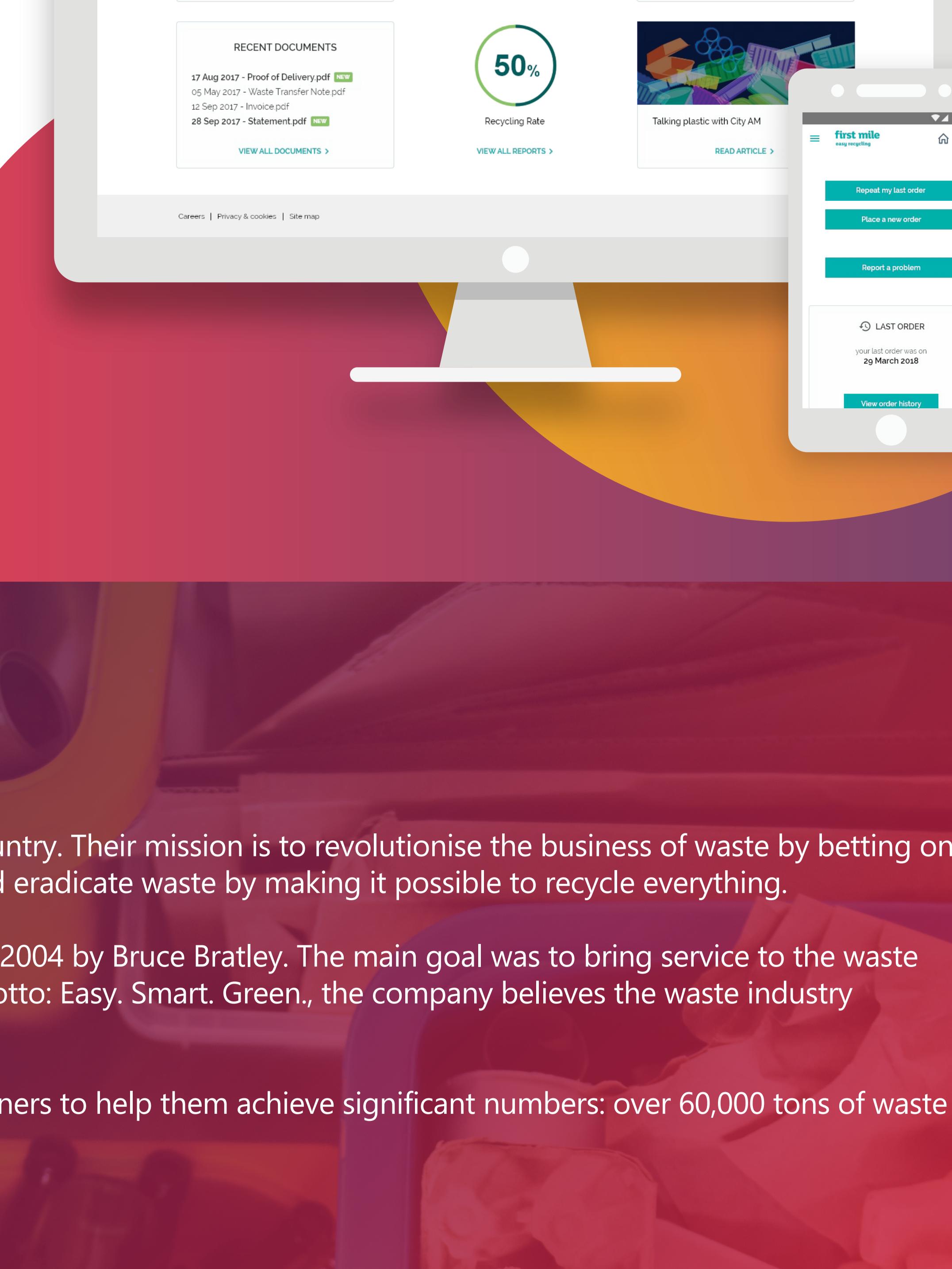


Xpand IT and First Mile

The perfect combo



First Mile is one of the fastest-growing recycling companies in the country. Their mission is to revolutionise the business of waste by betting on 'best of breed' technologies, aiming to find new creative solutions and eradicate waste by making it possible to recycle everything.

The company is based in London in the UK, and was founded back in 2004 by Bruce Bratley. The main goal was to bring service to the waste industry and help businesses champion the environment. With the motto: Easy. Smart. Green, the company believes the waste industry can be a source of inspiration.

With three offices in the UK, the company has an extensive list of partners to help them achieve significant numbers: over 60,000 tons of waste collected a year, and an average recycle rate of 60%.

STEP 1

Integration with Pentaho

STEP 1 Challenge

The first challenge First Mile introduced to Xpand IT was the need to integrate and embed other systems into their core tools (CRM and ERP). Each independent system communicates differently, and often in a static way, adding complexity to routine tasks (using multiple tools to manage data content or dependencies on staff know-how and manual interventions).

STEP 1 Solution

Xpand IT decided to resort to Pentaho because this tool would significantly reduce the complexity of a middleware project. So, the Xpand IT team advised and supported the creation of a Pentaho data integration layer to act as the leading communication platform between systems. The team was able to bring all the necessary configuration and data flows together in the same space, allowing automated scheduling of the ETL for the application interactions.

STEP 1 Benefits

First Mile was able to centralise and automate all the processes, reducing time, simplifying their infrastructure (and thereby reducing costs). Pentaho displayed a great level of flexibility to accommodate demanding changes and continuously improving the business processes.

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STEP 2

Salesforce enhancement

STEP 2 Challenge

Xpand IT was given the challenge of enhancing Salesforce, First Mile's CRM, and continue its integration with the client's other IT solutions to fully empower sales teams and provide an amazing customer experience.

STEP 2 Solution

Xpand IT gathered a team of Salesforce experts and was able to exclude Salesforce development dependencies on the First Mile system. This symbiosis strengthened our team of experts through collaboration with an in-house Salesforce team, allowing the Xpand IT team to take automation to a whole new level, implementing all the team processes (Sales, Customer Care, Accounting, Marketing and Legal) into Salesforce.

STEP 2 Benefits

First Mile was able to enhance its CRM, making sure that every business team was given unified processes and a single source of truth.

STEP 3 Solution

Xpand IT brought together a team of experts in web development, UX, UI and data integration services to build a complete custom web and mobile portal for First Mile customers, bringing the business into the digital world. Using web technologies like Angular and Java Spring, Xpand IT created an attractive, easy-to-use web platform.

STEP 3 Benefits

Over the last two years, First Mile has continued to expand, growing customers and total revenue by approximately 25% per year. The introduction of the Customer Portal has allowed First Mile's call centre team not to increase in headcount. Leading to significant improvements in their cost-to-serve per customer, as well as overall margin for the business. Now, 25k+ customers are part of the automation and are a few clicks away from fulfilling their requests.

The agile dev approach

First Mile is a fast-growing company, evolving rapidly. So, all the implementations needed to account for future growth needs as well as those of their current business. Because of this, Xpand IT decided to implement **XPagile methodology**.

Implementing XPagile was a challenge: First Mile had to introduce a new development methodology to their team and Xpand IT had to adapt XPagile to a new reality. But the outcome of this decision was that the two companies **removed a lot of obstacles between the business and technology teams**, allowing both teams to speak the same language.



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