

“Outperforming the competition is our consistent goal.”

Interview with SITA Environmental Solutions divisional manager, Gary Leach.



SITA Environmental Solutions use Zeon Digital radios across the greater Sydney metropolitan area.

“Our future will be shaped by the introduction of advanced technology.”

“To keep ahead in this market, you have to have an edge, and that’s why we found Motorola’s Zeon Digital system to be compelling,” says Gary Leach, divisional manager of SITA Environmental Solutions in Sydney.

Caring for the environment, whether it’s in the city or in rural locations is a number one priority for many in the community in the twenty first century. SITA Environmental Solutions is a company at the forefront of this industry, in both its approach to technology and in its attitude to improving the business of waste management.

“Our future will be shaped by the introduction of advanced technology. With the Zeon Digital network we believe we have a strong foundation,” says Gary.

“As well as always being on the lookout for cutting edge technology that enhances our business, we are also constantly looking for new solutions to old problems. For instance, we’re building an alternative waste treatment plant in which green and food waste will be turned into compost. This means that hundreds of tonnes of waste formerly going into landfill will be diverted to make something useful,” says Gary.

Outperforming the competition is a consistent goal for SITA Environmental Solutions, one of the leading companies in the waste management industry. Operating nationally, with offices and depots in every state and head office in Rhodes, the company employs over 800 people and has an annual turnover of more than \$400 million.

SITA Environmental Solutions knows technology is a key factor in the race to giving them an edge in the very competitive waste management business.

“When we were examining the two-way radio technology that was available, we were looking for something extra, because the industry we’re in is quite mature. The best value for money rather than the cheapest price was high on our list of priorities,” he says.

While SITA had always had a basic communications system there were long term disadvantages such as dead spots in Sydney. These have largely been eliminated with the Zeon Digital network.

We had a number of ‘must haves’ such as GPS, system security, reliability of backup and the confidence of being with a large company. The latter was very important as it was imperative that the technology is constantly being researched and developed, and therefore obsolescence is not a problem.

“The GPS system is a massive benefit in the way it allows us to know where all the trucks are at any one time. Most councils do not allow waste pickups earlier than 7.00 am, so if there are complaints from householders we can prove that our trucks weren’t the culprits.

Why two-way radio?

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Why Zeon Digital?

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“It also allows us to manage our processes in a better way. The system has given us the ability to get back to customers very quickly with answers to any problems they may have, with say, missed bins. We can give our customers assurance that their jobs will be done in the most efficient way possible, using the best technology available.

“We’re finding that whenever we demonstrate the Zeon Digital system to another area of the company that is considering a new communications system, we get a very favourable response,” he says.

Gary was particularly impressed with the way Motorola presented its case with an eye to the future, giving him confidence that the Zeon Digital network would easily cope with any prospective upgrades.