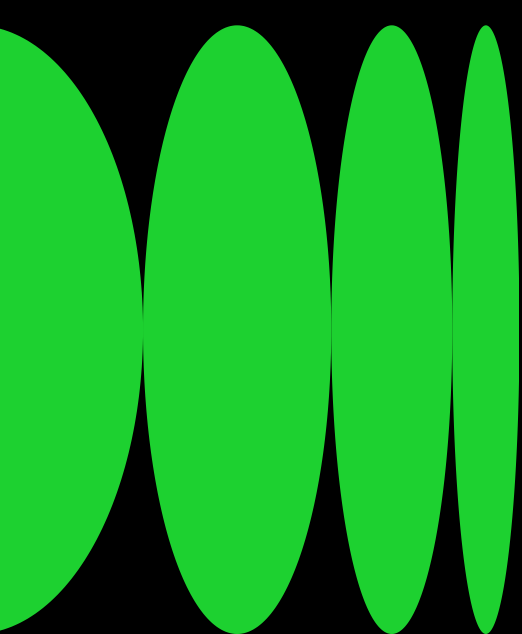
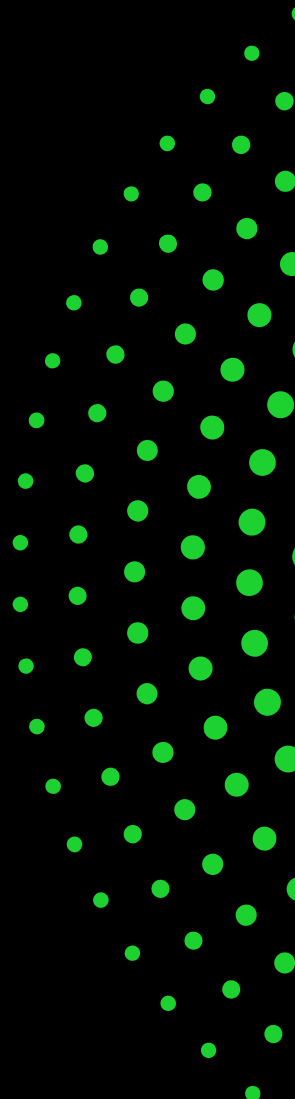




# How Adba Labs Helped an Environmental Giant Cut Costs 15% and Scale Nationally

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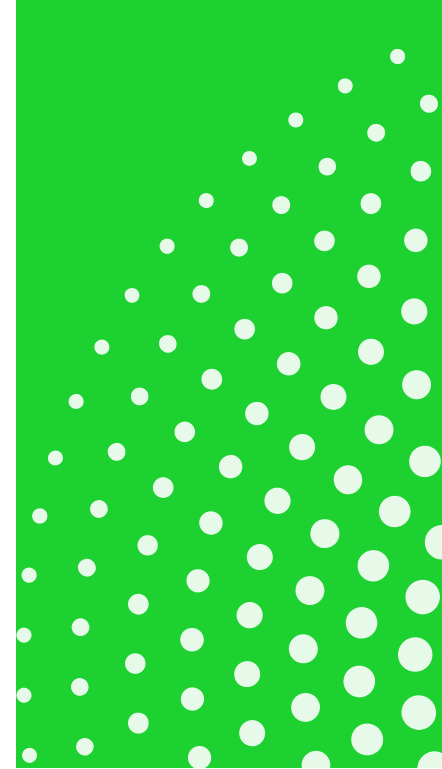
**Client Industry: Environmental Services**  
**Engagement Period: 2018-2024**



**A Case Study** →

# Executive Summary

A leading North American environmental services company partnered with Adba Labs to drive growth and simplify operations through digital transformation. Over five years, Adba Labs unified complex systems, consolidated platforms, and unlocked millions in trapped value, while maintaining regulatory compliance. Leveraging its Map-Gap methodology, the client reduced overhead, boosted year-over-year revenue, and improved EBITDA margin by automating workflows and managing change. The initiative unlocked sustained efficiency and positioned the organization for continued expansion and innovation.



## Context & Challenges

- The client, once a mid-sized regional player, expanded rapidly through multiple acquisitions. This success brought new challenges:
- Over a dozen legacy ERPs and CRMs created silos and duplicated work
- Manual administrative tasks bottlenecked finance, training, and service delivery
- Data fragmentation delayed reporting, billing, and customer support
- Leadership needed a scalable, future-proof foundation for further expansion

## Solutions Provided by Adba Labs

### Transformation Strategy



- Used Map-Gap methodology: process mapping, gap analysis, solution design, phased deployment, training, hypercare, and continuous improvement.
- Documented “as-is” workflows for all core business units and mapped every major platform and integration point.
- Designed a “future-state” blueprint—consolidating, retiring, or redesigning major systems and standardizing processes.
- Guided unified solution selection for customer service, CRM, dispatch, HR, finance, and procurement.

## Implementation Highlights



- Deployed cloud-based platforms for HR (Workday), finance, customer portals, dispatch, and fleet management.
- Integrated disparate ERPs and CRMs, harmonizing account, customer, and vendor data into single masters.
- Trained thousands of staff members on new workflows, eliminated manual and paper processes, and introduced real-time dashboards.
- Established robust change management and hypercare support, ensuring rapid adoption and ongoing optimization.

## Quantifiable Results & Impact

- **Revenue Growth:** 8.8% year-over-year increase (2018→2024) after systems unification.
- **EBITDA Margin:** Increased in core segments by 2–1.5 percentage points, driven by data-driven operations and cost discipline.
- **Operational Savings:**
  - 15% reduction in overhead (SG&A) through consolidation of platforms and workflow automation.
  - 76% annual reduction in BI tool costs by migrating to scalable cloud analytics.
  - Reduced training session creation from 15 to 2 minutes (85% decrease); eliminated manual steps across HR and finance.
- **User Enablement:**
  - Unified online training platform for all staff, with blended learning and job-aids for optimal onboarding.



**+8.8%**

Revenue Growth  
(Year-on-year)

**-76%**

Annual Reduction  
in BI Costs

# Lessons & Best Practices



- Detailed process mapping and consensus-building are essential to preventing scope creep and ensuring smooth rollouts.
- Phased deployments with KPIs allow for risk mitigation and iterative improvement.
- Unified cloud platforms, integrated with industry-specific tools, enable both rapid scaling and cost control.
- Ongoing change management and blended training drive sustainable adoption and continuous improvement.

## Future Outlook

With a unified digital infrastructure in place, the client is positioned to deploy IoT, telematics, and AI for real-time optimization. Self-service portals for customers and predictive analytics will continue to drive innovation and efficiency.

Want to see how Adba Labs can accelerate transformation for your operation? **Contact us** for a personalized consultation and case study insights.



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