



# The Routeware Report 2024

Transforming waste collection to drive a better future for generations to come.





# Paul Rafalowski

Chief Executive Officer, Routeware

As we close out another calendar year, I want to express my deep gratitude to our customers for their continued trust and partnership. This past year has been one of transformation and progress, most notably with the launch of Elements and the acquisition of RubiconSmartCity. As we look ahead to the coming year, our focus will sharpen on a few critical themes that we began to pursue in 2024: improving usability through process simplification, enhanced integrations, and removing day-to-day complexities to enable a better, more transformative experience for waste haulers.

Our mission for the next year is clear: to advance our products in ways that unlock connected workflows across our entire suite of products. By integrating our technology more cohesively, we aim to provide a more unified solution that not only streamlines operations but also empowers our customers to drive broader transformations in their businesses. From route optimization to real-time data visibility, our vision is to deliver tools that empower waste haulers to work smarter, not harder, and adapt to the evolving needs of the industry.

This transformation isn't just about technology; it's about making your work simpler, more connected, and more impactful. By removing unnecessary complexities and focusing on the solutions that truly matter, we are committed to driving meaningful change for the industry as a whole.

We're excited to continue this journey with you...here's to a year of growth and innovation ahead!



# A MESSAGE FROM OUR CEO





# 2024 YEAR IN REVIEW



**1.8 Billion**

Notifications  
Sent



**65 Million**

Residents  
Served



**7.9 Million**

Active  
Collection  
Day Reminders



**14,000+**

Trucks  
Using Our  
Technology



**933**

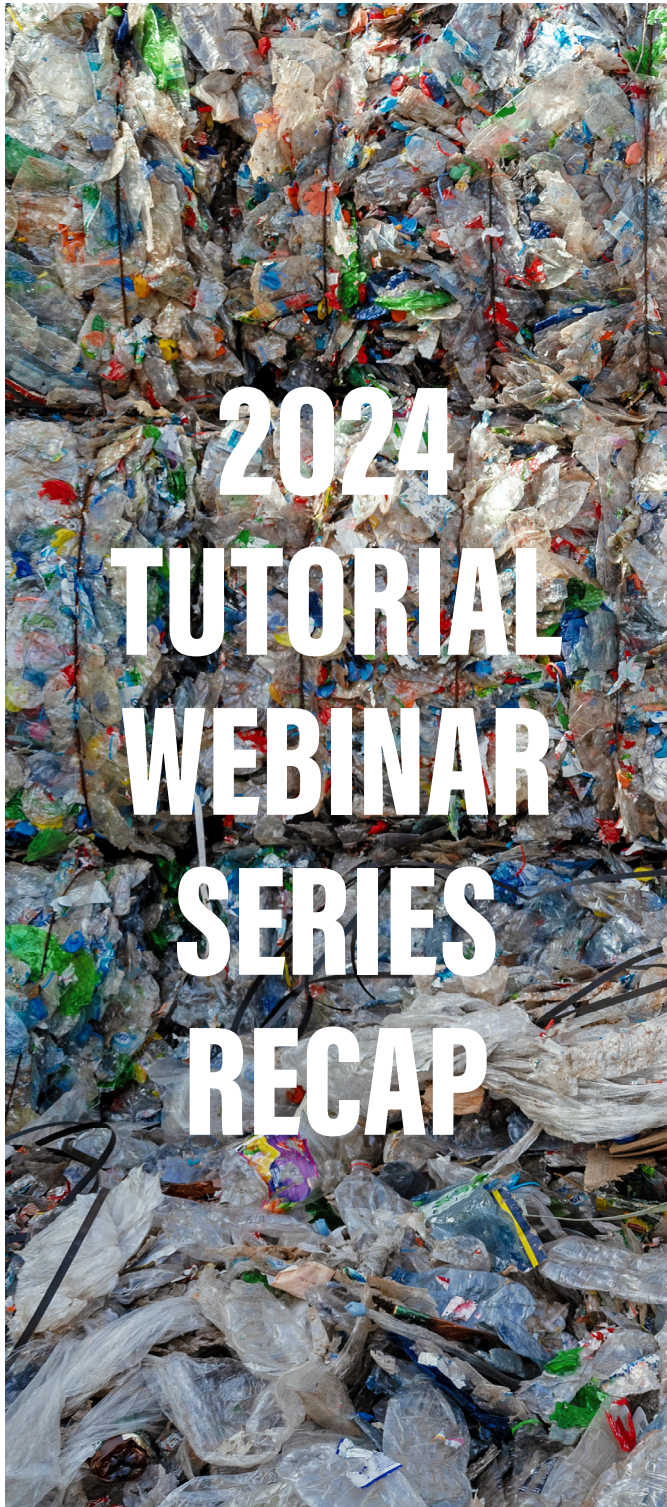
Tutorial  
Webinar  
Attendees



**70**

New  
Communities  
Go Digital





This year, our Tutorial Webinar Series reached new heights, showcasing the dedication of the Routeware community to continuous learning and growth. Together, we held a total of **19 webinars**—a significant increase from the **8 webinars** held last year, representing a **137.5% growth** in webinar offerings!

We covered a wide array of topics, including **Identifying Excessive Idle Time, Recycling Compliance, File Checks & Data Formatting, User Metrics, Identifying Coaching Opportunities Through Data and Equipment Inventory Tracking and Forecasting**. These sessions have not only provided valuable learning opportunities for our customers but have also highlighted Routeware's commitment to excellence.

## By the Numbers:

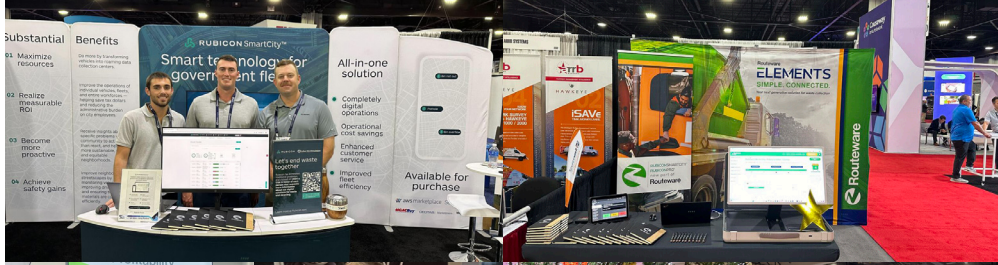
Total Registrants: **1,380**

Total Attendees: **933 (a 136.2% increase from last year's 395 attendees)**

Overall Webinar Grade: ★ **4.4 out of 5**

Thank you to everyone who participated, asked insightful questions, and shared feedback to make these webinars successful. In case you missed any of these sessions, watch the recordings [here](#)! Together, we've created a resourceful, impactful series that supports our mission to empower our customers. We can't wait to see what we accomplish together next year!





Routeware participated in over 20 events across the U.S., U.K. and Canada in 2024, with WasteExpo, WasteCon, and PWX standing out as our flagship events! We were truly energized by the enthusiastic response from our amazing customers and partners who visited with us on site, took the stage with our team on panels, and engaged in demos of our latest product innovations.

At WasteExpo our booth became a hub of activity as we introduced Elements, the latest addition to our product suite, a simple, connected, all-in-one technology platform designed specifically for haulers. We topped off an exciting week in Las Vegas with a party for our customers and partners at the Sphere!

We share a heartfelt thank you to everyone who stopped by to connect and share in the excitement. Your support and partnership continue to inspire us as we move forward together! We look forward to seeing you in person at many more conferences and trade shows in 2025.

# EVENT HIGHLIGHTS





This year, we expanded our portfolio by welcoming **SmartCity** to the Routeware family.

**Routeware SmartCity** (formerly RUBICONSmartCity) delivers tailored solutions for local governments, including waste collection operations, street sweeping, and snow removal. By reducing costs, improving service delivery, and enhancing safety, SmartCity strengthens Routeware's offerings for municipal customers and supports nearly 1,500 communities across the globe. This new addition reinforces Routeware's commitment to providing innovative tools for waste and recycling management.

Routeware  
**SMARTCITY**

Read the press releases [here](#).

# SMARTCITY ACQUISITION





Routeware  
**ELEMENTS**



Waste Expo, May 2024, Routeware was pleased to launch a major new update. Routeware Elements simplifies the way systems are implemented and operated by offering a streamlined, intuitive experience for both internal and external users. With Elements, customers can connect processes across routing, dispatch, drivers, customer service, and billing. Leveraging real-time insights from Routeware's on-truck and in-cab technology, Elements enhances transparency, efficiency, and overall operational performance.

"Waste collection is a complex challenge that requires our customers to develop the ability to respond quickly and efficiently to their customers, including environmental or operational changes affecting them daily," said Paul Rafalowski, CEO at Routeware. "Our responsibility is to deliver management systems that are built for individual customer needs, simple to learn and use, and capable of connecting every aspect of the operation to simplify complexity. [Read more here.](#)

## Software for Site Service Businesses



Our new liquid waste management software now offers even more powerful tools for septic businesses, portable restroom providers, liquid waste operations, and site services business.

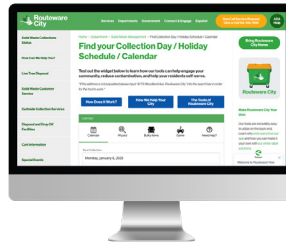
### New Features Include:

- Improved route optimization for greater efficiency.
- Advanced automated invoicing for accurate billing.
- Real-time driver communication for seamless coordination.

Streamline your operations, empower your team, and elevate the customer experience with a solution built for the unique challenges of site service waste management.

[Read more here.](#)





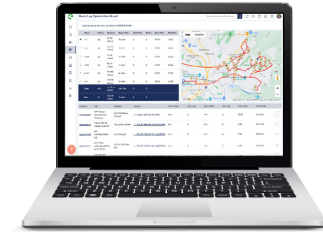
This year, we proudly launched Routeware City, a dynamic demo environment for our ReCollect platform. It empowers you to explore and test our suite of community engagement tools firsthand!

**Our tools are designed to:**

- Reduce contamination rates and curb illegal dumping.
- Promote proper disposal of hazardous waste, e-waste, and more.
- Enhance auditing and education efforts to better understand waste disposal practices, identify challenges, and highlight successes.
- Cut costs and resources by reducing paper use and emissions from mailings.

Start using [Routeware City](#) today and explore how it can elevate your program. Dive in to discover smarter, more efficient ways to enhance your community engagement and waste management efforts!

## Integrated Route Optimization



This past November, we launched a new and improved dispatch system for the future of waste management. We rolled out our new Integrated Route Optimization feature which transformed routing operations and significantly improved efficiency. Dispatchers built routes using existing service data and leveraged smart recommendations for balancing, productivity, and stop proximity.

[Learn more here.](#)



## eDVIR Tool



In July, we introduced the new and improved eDVIR tool from Routeware.

Recognizing the importance of adhering to regulations requiring operators to maintain records related to vehicle safety, we delivered a cutting-edge solution that aids drivers, mechanics, and safety supervisors to coordinated with greater accuracy and timeliness.

The Routeware eDVIR software streamlined the process of creating Driver Vehicle Inspection Reports by offering these benefits:

- Enhanced accuracy in inspection reporting.
- Reduced paperwork and manual data entry.
- Real-time visibility into vehicle conditions.

This innovative tool sets a new standard for compliance and operational efficiency, ensuring our customers have the resources to stay ahead.

[Learn more.](#)

## The xTablet (UK Only)



This year, we introduced the latest generation of our UK In-Cab solution, powered by the ruggedized xTablet. Designed to enhance driver productivity and experience, the xTablet features a larger, more responsive touchscreen, improved mapping and real-time information, and unmatched durability—meeting rigorous military drop-testing standards. With flexible options to purchase outright or subscribe through our Tablet-as-a-Service program, the xTablet has set a new standard for reliability and performance in the field.



# The Routeware Report 2024

We hope you've enjoyed this glimpse into the world of product development and outreach at Routeware; our teams love building tools and connecting with you to solve real waste management challenges you might be facing.

Our commitment to continuous tool updates and connecting with our community means you stay at the cutting edge of digital technology (and way ahead of the curve).