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The All-in-One Waste Management Platform from Evreka

How Evreka drives the circular waste management economy benefitting society, the planet, and its customers

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About this report

Based on interviews with Ahmet Cihat Toplutaş, Head of Staff, and detailed information provided by Umutcan Duman, Co-founder, and CEO, this brief report introduces Evreka, one of a growing number of highly innovative companies supported by the Oracle for Startups program.

The company, founded in 2015, has made a massive impact in waste management using its modular SaaS ERP platform designed purposefully for the intelligent management of waste across the entire value chain. From cities to citizens, municipalities to manufacturing, and every organization involved in creating, collecting, and recycling waste.

The theme for this month is around startups in the energy and utility sector and how they are innovating, changing the competitive landscape, and contributing to sustainability.

CX-Create is an independent IT industry analyst and advisory firm, and this report is sponsored by the Oracle for Startups program team.

The business context for Evreka

Key drivers

The intelligent and effective management of waste is a global strategic imperative
According to the United Nations Development Programme (UNDP), the over 11.2 billion tons of solid waste collected worldwide contributes around 5% of global greenhouse gases. It contributes to climate change and imperils our health and the quality of the air we breathe.

Traditionally, waste management has been ad hoc, manually intensive, and uncoordinated in almost every city, town, and village. A linear and haphazard process that ends in landfills that contaminate the land and leak into our rivers, streams, and reservoirs. Hazardous waste from chemical plants, hospitals and the disposal of increasing volumes of electronic goods and plastics dumped in landfills or incinerated adds to the problem. Food waste contributes to methane production, second only to CO_2 as a global warming contributor.

Increased costs to businesses and citizens
As well as the environmental impact, inefficient waste management creates excessive costs for all parties, from waste disposal to the extraction of reusable materials. The high costs of inadequate waste management also impact citizens, often a significant component of local taxes.

A circular and highly coordinated approach to waste management is needed
The alternative method treats waste management as a circular process from collection to disposal and material extraction for reuse. However, even this more thoughtful approach requires considerable coordination and the movement of accurate and timely data between all participants.

Evreka solves the waste management problem with its SaaS-based all-in-one platform
It is precisely this specific challenge that Evreka meets with its all-in-one SaaS solution for the entire ecosystem of the waste management industry. Using the platform, customers can lower costs, improve productivity and service quality and reduce CO_2 emissions by around 45%.

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Key observations

- Evreka solve the waste management problem with its SaaS-based all-in-one platform
- Evreka's All-In-One SaaS Waste Management Platform promotes a circular economy
- Evreka's USP is the 360-degree view of waste management
- Oracle Cloud Infrastructure and the Oracle for Startups program prove their value to Evreka

Evreka, the story so far

Four co-founders, including the current CEO, Umutcan Duman, started Evreka in 2015 in Ankara, Turkey. The idea emerged after the co-founders, former engineering students with a passion for the potential of engineering to boost sustainability, noticed an empty city rubbish collection truck returning to the depot after a wasted journey. This seemed highly inefficient, wasteful, and an unwelcome contribution to pollution.

This gave birth to the initial idea to develop sensor hardware that could be used via IoT as input to help coordinate the dispatch and movement of the city's waste collection trucks. Sensor information via IoT would provide a real-time view of the position of any collection cart enabling the managing company to orchestrate waste collection and avoid wasted CO2 emitting journeys.

Later that year, they secured their first local order in Turkey. Further clients were added in 2017 but what changed their perspective was securing their first large enterprise client in 2018. This made them realize that while waste management processes might vary from company to company, each faced similar challenges. This broadened their perspective on the entire waste management opportunity by developing a flexible and modular SaaS platform adapted to different industries, localized rules, and unique company workflows.

By the end of 2019, Evreka had clients in eight countries, expanding eastwards to the Middle East and North Africa. 2020, despite the pandemic, saw further expansion in Europe and Latin America.

They also realized that waste management could create a circular economy, rather than the collection of waste followed by disposal if carried out efficiently end-to-end, including material recovery. Their vision moved from tackling inefficiencies within the waste collection process to the entire waste management to the extraction of materials that could be sold to manufacturers and reused as raw materials for different industries. The vision had shifted from inefficiency in waste management to 'closing the loop' on the circular waste management economy. Not just generating revenue from waste management but also material recovery. In 2021, Evreka added material recovery to their SaaS platform.

Solution overview

Evreka's All-In-One SaaS Waste Management Platform promotes a circular economy. Figure 1 outlines the platform and highlights some of the typical third-party enterprise applications integrated via APIs. A range of sensor hardware developed by Evreka and third-party manufacturers is connected via IoT, and AI provides support for operational fine-tuning and optimization.

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Industries served

Evreka provides a complete waste management solution from collection to treatment and recycling across the entire waste management lifecycle. It has been described as the ERP for waste management. More accurately, the platform integrates with all major ERP systems and provides the essential modules for waste management that standard ERP systems do not offer. The waste management industry is complex and fragmented, and Evreka serves a diverse range of organizations within the broad waste management ecosystem:

- Cross-border waste collection companies – providing complete operational transparency across waste collection businesses with multiple locations, optimizing waste collection, reducing cost and emissions, and boosting productivity.
- Local waste collection companies – often small businesses, can also take advantage of the platform to provide a more streamlined and profitable business
- **Facilities management** – enabling facilities managers to orchestrate their work and mobilize employees performing waste management activities
- **Medical waste management** – ensuring regulatory compliance and safety
- **Construction and demolition companies** – enabling improvements in waste collection and recycling
- **Skip hire businesses** – handling multiple pricing elements such as by weight and/or waiting times and orchestrating dispatch more intelligently
- **Recycling centers** – improving productivity and providing greater agility under different conditions
- **Local authorities** – providing smart city technologies from sensors to mobile applications enabling cities to bring citizens into the waste management loop while improving service levels at a lower cost.

FIGURE 1 EVREKA ALL-IN-ONE WASTE MANAGEMENT PLATFORM

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The Evreka platform provides six modules

The main categories of integrated applications provided by the platform are:

- **Operations Management** – which covers work and demand planning, scheduling, reporting, tenant management, and task management to promote operational excellence and significantly reduce admin tasks
- **Customer Management** – improving customer communications, order and SLA management, reporting, price management, and a customer portal to keep customers informed.
- **Fleet Management** - providing real-time tracking, management, and analysis of vehicles, incident management, routing, in-cab cameras, and telematics to ensure the safety of operatives and task management.
- **Asset Management** – providing location-based asset and inventory management to enhance the lifespan of assets and reduce costs
- **Employee Management** – making it easier to coordinate employee activities, manage employment contracts, and eliminate paperwork.
- **MRF Management** – materials recovery facilities management, provides flexible on-site management with demand planning, stock and price management modules, promoting reuse of recovered waste materials.

> 'Our USP is 360-degree view of waste management.'
>
> Ahmet Cihat Toplutaş, Head of Staff, Evreka

Current position

Successes to date

Evreka has fifty employees, half of which are developers. Yet, already the company works with over one hundred leading waste management firms and municipalities, including over fifty Smart City projects, and now has over 10,000 users worldwide. Evreka reaches millions of people and provides its end-to-end solutions designed to support the best practices of international waste management companies. It shares those lessons with existing clients.

Current go-to-market model

Evreka sells direct in Turkey and through partners worldwide, like Averda waste management in India, the Middle East, and Africa, ALBA in Singapore, FTI in Sweden, Hamburger Recycling in Germany, Owl (Commercial) in the UK KDEB in Malaysia, Terracycle in the US and Canada, Atica in Latin America, and more are coming on board all the time.

Evreka is rapidly gaining recognition for its waste management successes and has won several awards, including Trusted & Awarded Forbes 30 Under 30, Fortune 40 Under 40, Oracle Sustainability Award announced at Openworld 2019.

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Future direction

Evreka's success comes from continuous innovation, a deep understanding of the entire waste management ecosystem, how it works, and what can be improved. This ecosystem mentality extends to the current platform with integrations into a growing number of common systems and advanced sensing technologies. While the opportunity for Evreka's existing platform is growing as waste volumes continue to expand, Duman already has his eyes on the future. He wants to evolve the platform into a circular waste management market, enabling customers to buy and sell valuable reclaimed materials and ultimately reduce landfills and reduce even greater volumes of CO_2 and methane production.

Oracle Cloud Infrastructure and the Oracle for Startups program prove their value to Evreka

Evreka joined the Oracle for Startups program in 2019. It was attracted by the vendor's global reach, second-generation Oracle Cloud Infrastructure technology, and expansion of highly secure data centers. The Evreka platform runs on OCI.

Toplutaş, official title, Head of Staff, doesn't do justice to his level of involvement in the firm. As one of the early project leaders and advisors, he is now a mentor to new members of the teams and works closely with the CEO. So, he is intimately acquainted with Evreka's operation and many of the clients and partners around the world.

When asked what the experience had been like, Toplutaş said, 'any time we have needed help, we have got it. Not just from the Oracle for Startups team but also locally, both technical and advisory support. Oracle has opened doors for us, and we definitely recommend the Oracle for Startups program to others.'

CX-Create's viewpoint

Evreka is pushing on an open door

Evreka has been outstandingly successful in a very short time. The vision and engineering acumen of the founders, allied to a highly effective go-to-market model and several leading global strategic partners, provide considerable forward momentum for the company. Having proved its value to a rapidly growing roster of enterprise customers throughout the world, the relationship with Oracle will continue to provide access to more large customers, especially those global producers now under increasing pressure to operate more sustainably. The relationship has also been strengthened with Oracle Utilities Customer to Meter (C2M) integrations, which brings together market-leading customer care and metering in a single solution. We can expect further and deeper integrations in other areas, including finance, especially as large corporations and organizations are under increased regulatory pressure to account for their environmental impacts and prove their sustainability credentials.

In short, Evreka is pushing on an open door globally, which can only get wider post COP26.

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Summary details
Table 1: Fact sheet

Solution name	Evreka All-In-One Waste Management Platform	Solution category	Waste management
Key industries	Facilities management, medical waste management, construction, and demolition companies, skip hire, recycling, waste collection, local authorities, and municipalities	**Geographies**	Global
Deployment model	SaaS	**Licensing basis**	SaaS per user, truck, task
Size of organizations served	**Enterprise, SME, SMB**	**Go-to-market model**	
Number of employees	**50**	**Key partnerships**	Oracle, Vodafone, Samsung, Huawei, Microsoft
URL	https://evreka.co/	**HQ**	Ankara, Turkey

Appendix

About CX-Create
Jeremy Cox founded CX-Create Limited in January 2021, a former principal analyst at Omdia (formerly Ovum) focused on customer engagement strategies and platforms.

He is recognized by major CX vendors, clients, and former colleagues as a leading thinker in customer experience and engagement. Formative experiences in the 1990s at IBM convinced him of the critical importance of understanding the business world from the outside in. These insights were put to practical use in his former roles as a principal CRM consultant at KPMG Consulting and as an independent consultant supporting public and private sector organizations.

Our mission
CX-Create's mission is to help enterprises and the vendors and startups that serve them remain relevant. The company's primary focus is to track and understand the constantly evolving customer experience world and share those insights with clients. Continuous innovation is also an essential component of persistent customer relevance, directly and indirectly, which is why we are enthusiastic about startups and the Oracle for Startups program.

Further reading

- Complete Intelligence – an AI-powered intelligence platform for strategic investment and procurement decisions
- The All-in-One Waste Management Platform from Evreka
- Faradai AI-powered Energy & Sustainability Intelligence Platform
- GRØN SKY – a Green Cloud to massively reduce the carbon footprint
- Oracle for Startups program fuels continuous innovation the open way
- Four communications industry trailblazers accelerate the monetization of 5G and Edge

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