



Microsoft
Partner



The Digital Twin of Renewi

Waste processor and recycling company, Renewi is in the middle of a major transformation. This transformation is sped up by the transition from a linear economy, where you dispose of products after single use, towards a circular economy, where you give new life to secondary materials. Their strategic target is to move from a current recycling rate of 68% to 75% of all collected waste over the next five years.

The business process management department within Renewi is in the process of documenting, harmonizing, and optimizing their current processes, to make sure they can better support their strategy worldwide and to form a sustainable foundation for the future.

At a glance



Customer: Renewi

Website: <https://www.renewi.com/>

Customer size: Large (1,000 - 9,999 employees)

Country: The Netherlands

Industry: Travel and Transportation

Products and services: Microsoft



Mavim

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Mavim, Renewi, and Microsoft

Customer challenges

While undergoing a series of internal transformations after a major merger in 2017, Renewi was displayed with many challenges that were hindering a smooth transition. Renewi turned to Mavim to provide a solution that would support their strategy to allow for customers to interact with Renewi 24/7 through digitized operations, while also optimizing and harmonizing operations to provide a better customer supplier and employee experience.

Partner solutions

So, why does Renewi use Mavim? Renewi uses Mavim because it is an intelligent platform that people already know how to use since it contains integrated Microsoft Technology, which makes it intuitive to work in. Mavim also acts as a single source of truth and central repository for information and resources that can now be used across the entire organization.

"You can only determine where you want to go if you know where you are." - Carel Hoytema, Global Process Director

Customer benefits

Renewi uses Mavim to create a single source of information, where everyone – based on his or her role – can find relevant information. All this knowledge is substantiated by fact-based information. This enables Renewi to create insights into the actual situation versus how it was perceived. This fundamentally helps them to transform faster, more effectively, and achieve the intended results from strategy to execution.

- ✓ Single source of information
- ✓ Based on Microsoft Technology which makes it intuitive
- ✓ To gain insight into innovative initiatives and to understand the impact innovation has on your organization



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