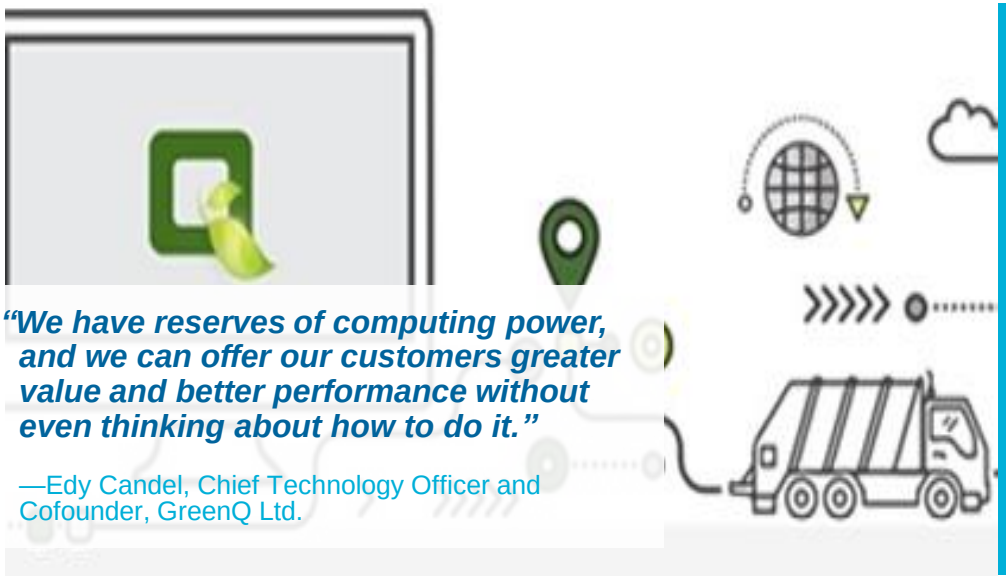


*"We have reserves of computing power, and we can offer our customers greater value and better performance without even thinking about how to do it."*

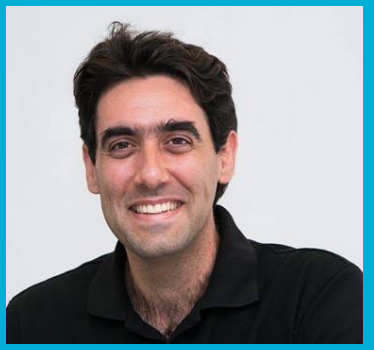
—Edy Candel, Chief Technology Officer and Cofounder, GreenQ Ltd.

## Business challenge

To easily scale its Internet of Things (IoT) offering for waste management organizations and minimize time spent on IT administration, GreenQ Ltd. needed powerful cloud-based architecture.

## Transformation

GreenQ joined the IBM Alpha Zone Accelerator program and migrated to an IBM® Bluemix® environment, adopting event-driven IBM Bluemix OpenWhisk architecture for its platform. The company plans to further evolve its solution by incorporating IBM Watson® technology to process visual information on customer pickup routes.



**Edy Candel**
**Chief Technology Officer and Cofounder**
**GreenQ Ltd.**

## Business benefits

### Enhances scalability

with computing power and storage available on demand, with no management burden

### Accommodates peaks

in waste management service, including holiday workloads, without slowing performance

### Drives real-world results

for municipalities and other customers, including lower emissions, less traffic congestion and better service delivery

# GreenQ Ltd.

## Streamlining waste management with an Internet of Things platform powered by IBM Bluemix OpenWhisk technology

GreenQ formed in 2015 to bring efficient technology solutions to the waste management industry. Based in Jerusalem, Israel, the IBM Business Partner offers a real-time monitoring and analytics platform for the residential waste disposal process. The GreenQ solution gathers and transmits data from garbage truck sensors, providing municipalities, collection vendors and system integrators with insight to help reduce emissions, drive down costs and provide better service.

## Solution components

- IBM® Bluemix®
- IBM Bluemix OpenWhisk

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