



removes clutter from Brantner green solutions' road to operational excellence

About Brantner green solutions

Brantner green solutions is a family-owned enterprise that was founded in 1936 and has scaled to 65 branches and joint ventures in five countries since then. As a leader in waste management, Brantner employs 2745 people and is fully committed to the circular economy and rethinking waste disposal.



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40% reduction
in organizational clutter



**Continuous
improvement**
across 15 organizational
units



Increased visibility
into internal processes,
fostering harmonization



The Challenge – Clutter hinders teams' productivity

Like many other companies, the success and scale of Brantner didn't come without challenges. As indicated by one of their employees:

“Different approaches are one of the most pressing problems for our further development.

As the company's footprint grew, diverse approaches sprouted across teams, sometimes even within the same department. This proliferation of methods, coupled with an accumulation of various tools and documents, led to a level of clutter that hinders teams and limits productivity.

When team members were unable to locate the required resources, they would resort to placing phone calls just two minutes later, interrupting the work of critical functions such as IT, accounting, and top experts. Unable to find guidance from various repositories, teams started to perceive procedures and documentation as a burden.

Handovers between teams became overly complicated. Without a forum to share them, best practices stayed confined in colleagues' heads or siloed units leading to knowledge gaps and one-off solutions.

Recognizing that these issues are impacting both productivity and transformation initiatives aimed at improving the situation, Brantner green solutions made the strategic decision to partner with qibri to:

- ✓ Remove organizational clutter and make the most important information visible
- ✓ Create transparency across units and increase collaboration
- ✓ Drive consistency and harmonization



The Solution – Path to transparency and collaboration

Organizational clutter and complexity cannot be solved by a magic bullet. Hence our experts and qibri platform focus on an approach that creates continuous alignment, promotes team development, and facilitates change.

To restore Brantner's power to steer change and drive continuous improvement, we introduced an approach that is focused on guiding documents such as guidelines, best practices, how-tos, SOPs and playbooks. The lean and proven methodology focused on 3 pillars:

1 Surface clutter for a thorough cleanup

Teams tend to underestimate the number of guideline documents affecting their work. Brantner team initially estimated a manageable 100–200 guidelines and how-tos to be included in the project. But the decluttering efforts revealed the reality of **over 1400 guidelines**.

Going through each document, qibri experts reduced the guideline document content by **40% removing all redundant and dated content**.

2 Set up a self-cleansing system

Dealing with clutter requires a systematic approach. Otherwise, it will quickly come back. To prevent this, we worked together with **15 organizational units and sites** from Brantner and created a framework that reflects its multidimensional corporate structures and operational needs. All the content that passed the quality check was migrated into the qibri platform which facilitates:

- ✓ **Collaboration:** Each guideline has a dedicated space with a specific owner to simplify regular updates and joint improvement efforts.
- ✓ **Standardization:** Dynamic alignment and approval features improve consistency and standardization of processes.
- ✓ **Distribution and usage:** Each employee receives clear direction based on their role, location, and function, empowering them to do more in less time and more accurately.

3 Ongoing stakeholder and change management

Our implementation process is designed to keep internal effort to a minimum and to create the highest impact, it involved each stakeholder from Brantner from the start.

- ✓ **Stakeholder onboarding:** we focused on understanding Brantner's existing system, and held individual interviews with stakeholders to grasp their needs and expectations, fostering support around the initiative.
- ✓ **Admin training:** Following the system's launch, we conducted **10 sessions** with content owners to ensure their proficiency with the platform and discussed best practices for continuous content improvement.
- ✓ **Company-wide communication:** We crafted announcements, and user guides, and conducted **18 on-site personal introductions** to ensure comprehensive awareness and understanding of the new platform among all Brantner employees.



Impact – Achieving organization clarity and productivity with qibri

Partnering with qibri, Brantner green solutions witnessed a transformative shift in their organization, with notable improvements in efficiency, collaboration, and transparency:

1

40% reduction in organizational clutter:

Through methodical decluttering efforts led by qibri experts, Brantner successfully streamlined their guideline documents, reducing clutter by a staggering 40%. This approach not only alleviated the burden of sifting through irrelevant information but also paved the way for clearer, more focused workflows.

2

Continuous improvement and initiating harmonization

The implementation of the qibri platform facilitated seamless collaboration among teams, and reinforced standardization efforts, ensuring consistency across processes and procedures. By providing clear direction tailored to individual roles, the platform empowered employees to navigate tasks with precision and efficiency, promoting a culture of operational excellence.

For example, after the platform launch, the number of calls to top experts, IT, and accounting departments reduced drastically, as well as the small ticket requests within the IT helpdesk.

3

Enhanced company-wide visibility and steering power:

By centralizing guideline documents and streamlining processes, Brantner green solutions achieved heightened visibility, control over operations, and transformation power. With clear and accessible guidelines, best practices, and SOPs available to all employees, revealed unprecedented insights into the company's inner workings, enabling informed decision-making and smoother day-to-day operations.

About qibri

qibri enables companies to reduce organizational complexity and clutter to increase productivity, drive transformation, and create the foundation for reliable Generative AI/LLM outputs.

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