

# SEQUOIA

## Compactor Monitor Case Study

### Westin Hotels & Resorts

#### Executive Summary

The Westin Downtown Cleveland implemented the Sequoia Compactor Monitor to reduce total annual pickups and improve ROI by reducing costs.

#### Challenge

The "way we've always done it" was resulting in 40% wasted space with each compactor pull - not good enough anymore. The Westin needed to reduce costs and maximize compactor utilization, while allowing for additional capacity during peak hotel booking times.

#### Solution

The Compactor Monitor allowed Sequoia to view real-time compactor utilization levels to accurately schedule pulls for only full compactors. This increased compactor tonnage efficiency by 67%, resulting in \$4,000 annual savings and an annual ROI of 691%.

#### Results:

- **31%** Fewer pickups/year
- **29%** Heavier loads
- **3,880 lbs.** Less CO<sub>2</sub>/year
- **Improved daily operations**

**Annual Savings: \$4,000+**  
**Return on Investment: 691%**



#### Company Profile:

##### The Westin Cleveland Downtown

The Westin is world-class hotel located in downtown Cleveland, managed by the Starwood Hotels & Resorts group.

- 484 Hotel Rooms
- 20,000 sq. ft. meeting space
- 54 pickups/year prior to implementation

#### Compactor Monitor Benefits:

- Simple, 10-minute installation
- No hardware cost or upfront fees
- Affordable \$100/month device usage fee
- No staff input needed once operational
- No additional points of failure, unlike hydraulic monitors
- Small size - about two decks of standard playing cards
- Easily attaches to the existing compactor electrical supply
- Cellular connection to Sequoia's cloud transmits real-time fill levels