

STRENGTHS

- Integration of innovative technologies (IoT, drones, GPS).
- Optimization of truck routes, reducing costs and time.
- Strengthened communication with citizens through the RipperReport app.
- Improved employee scheduling with RipperTime.
- Reduced ecological footprint through targeted and optimized waste collection.
- Enhanced collaboration with law enforcement (monitoring, rapid intervention).

WEAKNESSES

- Significant initial investment (sensors, drones, tablets, etc.).
- Lack of centralized data to efficiently kick off the project.
- Resistance to change from employees and citizens.
- Required training for all users (employees and citizens).
- Increased dependency on technology (risk of breakdowns or cyberattacks).

OPPORTUNITIES

- Improved quality of life for citizens through a cleaner environment.
- Increased employee satisfaction with fairer schedule management.
- Adoption of a modern and innovative image for the city.
- Long-term cost reduction through process optimization.
- Opportunities for partnerships with tech companies or local startups.
- Enhanced security through drone monitoring.

THREATS

- Citizen concerns over the use of personal data (sensors on trash bins).
- Opposition from unions or employees due to perceived surveillance (GPS, drones).
- Deployment delays caused by technical or logistical issues.
- Dependency on technological suppliers.
- Negative political or social reactions if the project is seen as costly or unfair.

SWOT Analysis