

RUAN

DEDICATION THAT MOVES YOUR BUSINESS

RedTrak

EXCLUSIVE *REDTRAK* TECHNOLOGY ENSURES EFFICIENT, ACCURATE, PAPERLESS SERVICE.

Deliver shipments on time, every time. Ensure accuracy throughout the transport process. Be efficient and accountable to customers. Ruan lives by these standards, and our customers expect nothing less. That's why we continuously pioneer new technologies like *RedTrak* to ensure that we not only meet, but exceed, our customers' expectations.

Using *RedTrak*, an industry-leading wireless technology with customized handheld applications, Ruan drivers receive real-time dispatch information, and then wirelessly submit the load's data back to dispatchers. *RedTrak* exclusive technology, currently used with dairy and retail customers, simplifies the tracking process for our drivers, saving time and eliminating errors.

"Because our customers' hauling requires complex, dynamic scheduling and routing, the information about each load and real-time communication are paramount to delivering continuous improvements in transportation solutions," says Ben McLean, Ruan's Chief Information Officer.

The *RedTrak* technology is delivered through easy-to-use mobile phones that are linked to Ruan's Web dispatch application. Drivers use the phones to scan and transmit updates as they occur, automatically creating an electronic record of the hauling process.

By connecting to Ruan's Web dispatch application, *RedTrak* makes handwritten records a thing of the past. Drivers electronically record each step of the distribution process through Ruan's Transportation Management System (RTMS).

To ease our customer's job, *RedTrak* builds upon Ruan's service-oriented tradition with automatic data transmission. When Ruan drivers record information, the customer's system automatically updates as well. This eliminates the customer's need to manually type or scan paper-based information since one system tracks everything.

RedTrak not only monitors each load's information, but with its built-in GPS system, Ruan dispatchers can monitor each truck's exact location and activity to keep the entire distribution line informed.

"*RedTrak* is one more way Ruan proves its efficiency and accountability to customers. We're always looking for improvements to provide them with better, faster, more convenient service," says McLean.

Each of *RedTrak*'s features work seamlessly to improve Ruan's already precise distribution system. By reducing time spent on tracking, paperwork and data entry, *RedTrak* gives Ruan drivers more time to focus on what really matters — our customers' success.