

SELECTING THE RIGHT 3PL PARTNER

Selecting a supply chain partner is a difficult decision for shippers. You want a capable, experienced, and safe third-party logistics provider (3PL) managing your supply chain. Of course, no two 3PLs are the same, and many factors play into your decision. Think beyond the bottom line. Consider how your company and a 3PL partner might align in culture and shared objectives. You should also ask the following questions when selecting a company to manage your supply chain:

1. Does this 3PL provider have the experience to manage my supply chain efficiently?
2. Will this 3PL do what's right, even when no one is looking?
3. Does the 3PL's technology enhance network optimization, productivity, and visibility?
4. Will my products and materials arrive safely and be handled with precision and respect?



Ultimately, a 3PL partnership is about more than cost. It's about added value. Ruan's Integrated Supply Chain Solutions offer it all—Dedicated Contract Transportation, Managed Transportation, Value-Added Warehousing, and Brokerage Support Services. Ruan adds value in the areas of experience, integrity, technology, and safety.

LOGISTICS AND TRANSPORTATION EXPERIENCE

With 90 years of leadership in the transportation and logistics industry, Ruan is well positioned to move any kind of freight—safely, efficiently, and on time. Ruan's operational experts are seasoned in many industries, including manufacturing, food and beverage, metals, bulk industrial gases, chemicals, grocery, retail/CPG, and dairy, to name a few.



Through our superior technology, an experienced team, and process-focused continuous improvement, we build the best, most customized solution possible for your business. Ruan's experts specialize in solution engineering, safety, transportation management technology, training, operational start-up, supply chain optimization, and execution. We know there's no one-size-fits-all solution in today's transportation and logistics marketplace. Our solution engineers employ sophisticated modeling tools to drive out cost and increase efficiency, providing exactly what you need from our broad base of 3PL services. You can be confident Ruan will implement your solution in the least disruptive manner possible, and scheduled operations will continue as planned.

Part of the value we provide is our ongoing commitment to defining and leveraging best practices. We solicit feedback from our partners annually with a Customer Satisfaction Survey to gauge our performance and focus on identifying areas for improvement. Everyone dedicated to serving you—from our CEO to on-site managers—collaborates to create improvement action plans that enable your supply chain strategies.

A 3PL PROVIDER WITH INTEGRITY

Founded in Iowa in 1932, Ruan's rich transportation tradition is built upon our Midwestern values and work ethic—a difference you'll see the moment you partner with us. Headquartered in Des Moines, Ruan remains a family-owned company, led by our Chairman John Ruan III and CEO Ben McLean, part of the third generation of the Ruan family. They continue to steer Ruan according to the principles set down by founder John Ruan 90 years ago: integrity, hard work, innovation, quality customer service, and compassion.



SELECTING THE RIGHT 3PL PARTNER

Everything we do is done with integrity. We want our partners and team members to know that we'll do the right thing always, even when no one is looking. That means doing what we say we'll do—and doing it well.

Before contracts are even signed with potential partners, we provide an investment estimate for our services that includes all costs and additional value. When you get your first invoice (one simple invoice for all services), there won't be any surprises for costs associated with risk, driver recruiting, fuel, start-up, purchased transportation, etc. So, as you're comparing solutions from providers, make sure you're looking at an apples to apples comparison.

This level of transparency carries throughout our partnership. When you choose to partner with Ruan, we know you're trusting us with your hard work and well-being, which is a responsibility we take very seriously.

Ruan's dedicated value-added warehousing employs lean management principles to ensure efficiency and accountability. Every professional Ruan driver is extensively trained on customer-specific requirements, and our driver hiring guidelines are above industry standards. Ruan's core carrier program evaluates and selects the safest and most reliable partner carriers to assign to your loads. And our advanced technology gives you the critical visibility to shipments and inventory needed to manage your business.

POWERFUL TECHNOLOGY WITH THE EXPERTS TO OPERATE IT

Ruan leverages top-tier transportation, logistics, and warehouse technology integrated with our mobility solution to enable a unique customer experience. Our platform's functionality ensures seamless management of multiple processes, including order management, optimization and planning, resource dispatch, execution and communications, freight audit and pay, business intelligence and analysis, real-time tracking, yard and dock scheduling, inventory management, interleaving, productivity metrics, carrier scorecarding, and more. We

focus on configurable solutions that meet the needs of our partners and professional drivers. Using your specific business rules, Ruan's TMS planning function employs algorithms to automatically select the best mode, lowest cost, and most qualified carrier for each order. It automatically identifies and plans continuous move opportunities for both inbound and outbound freight. The 3D load configurator maximizes loading efficiency and cube.

Our warehouse management system (WMS) provides dynamic workflows and attribute-rich, configurable processing that supports unique inventory tracking requirements such as inventory management by location, lot creation, shipment and expiration dates, aging routines, serialized inventory management, and production line component sequencing. Additionally, productivity enhancements are enabled by the radio frequency integration with material handling equipment.

A key component of our technology solution is allowing you real-time visibility to where your freight is and when. Our partners can access Ruan's Freight Visibility portal 24/7, and the ETAs are re-evaluated every 15 minutes with updated GPS pings so their accuracy is continually refined. Plus, shipments that are projected to arrive late are highlighted to allow users to make proactive changes and to notify any necessary parties.



Freight visibility on Ruan assets is enabled through our custom, driver-oriented mobility application, RedTrak. RedTrak integrates with our electronic logging devices and transportation management system to ensure hours-of-service compliance while also providing dispatch details. The use of a single, integrated application adds efficiency, productivity, and convenience for our team members and partners. Our professional drivers interact with this intuitive, configurable, and easy-to-use mobile platform for a seamless delivery process. Drivers can manage their hours of service,

SELECTING THE RIGHT 3PL PARTNER

send and receive messages, and even start equipment diagnostics. RedTrak automatically captures departure information, calculates ETAs in real-time, and complies with each customer's billing and performance reporting specifications.

Visibility for shipments with Ruan's core carriers is linked to the carrier's ELD system or the driver's cell phone for passive tracking to collect current truck positioning data and ETA calculations. For LTL shipments placed with carriers, we use robotic process automation (RPA) technology to systematically collect in-transit freight updates based on the pro-number of the shipment when tracking is engaged.

Even more important than the technology platform itself is the team of experts behind it. Our technology solutions teams are consistent throughout the lifetime of the partnership. "This knowledge about a partner's business and how their systems are set-up, along with the 90+ years of expertise that our teams have with our applications, means that we can be very nimble with technology changes to address our partner's needs and respond to process changes and improvement opportunities quickly," said Director of Integrated Solutions Graham Page. Our experts are adept at using the platform to create an efficient, value-added logistics and transportation solution for each unique partner.

SAFETY IS OUR FOCUS

Safety Focus is a Ruan Guiding Principle. We approach everything we do at Ruan with a safety mindset. Investing in equipment, technology, training, processes, and tools that make our work safer is a key component of Ruan's safety culture. The safety of our drivers, technicians, warehouse workers, the motoring public, our equipment, and your products affect every decision we make.

Our in-house team of safety professionals guides every aspect of our robust Megasafe



Safety Program, which drives mandatory quarterly Impact Meetings that all team members attend; customer and team member communications; new driver onboarding and orientation; boot and personal protective equipment (PPE) programs; and many other initiatives. We instill in our team members a "Captain of the Ship" mentality, where the "ship" is a tractor, forklift, maintenance facility, or office. We empower our team members—as captains—with the responsibility to make the right choices and to prepare themselves to safely perform their roles and take responsibility for creating and maintaining a safe environment. We achieve our goals of getting our team members home safely and exceeding our partners' expectations because we hold fast to the principles that have driven our company for 90 years.



Ruan invests in trucks equipped with advanced technology designed to assist the driver in avoiding accidents by activating controls on the truck. Advanced driver assistance systems on the trucks alert drivers if they are not maintaining proper following distance, if they depart a lane, or are speeding. In some cases, the technology activates brake pressure when a driver is slow to react to conditions on the roadway, like a sudden stop ahead. Trucks equipped with a collision safety system have fewer rear-end, merging, and lane change accidents. We also deployed a Video Safety Program, where each vehicle in our fleet is equipped with an inward- and outward-facing recorder that captures footage when triggered by an event like hard braking, lane departure, not wearing a seat belt, using a cell phone, etc. Ruan utilizes the provided data and footage to coach drivers on continuously improving safety performance.

Even when your freight is not hauled on our assets, we do everything to ensure your products' safety by employing a robust carrier qualification and development program. Standardized carrier onboarding includes a thorough

SELECTING THE RIGHT 3PL PARTNER

review of carrier safety, authority, insurance, and service performance. Once approved, carriers are subject to a formalized review process, and we continue to monitor safety performance throughout a partnership.

Members of our safety team are dedicated to working with our warehouse team members to ensure we comply with all OSHA requirements. We operate the type of forklift equipment that is right for the job, and they are each equipped with fleet management software that utilizes electronic inspections, manages asset data, and provides notifications of unsafe operation. The forklift's settings can be adjusted based on the environment and operator level. Our warehouses also have extensive security and safety protocols for our employees and visitors, including required PPE and utilizing clearly marked pedestrian paths.

Our commitment to safety is well known throughout the industry, as Ruan has earned dozens of transportation safety awards during our history. Our Otsego, MN, warehouse operations were awarded the Minnesota Safety Council Governor's Safety Award for Meritorious Achievement. Our top safety achievement is winning the American Trucking Associations' President's Trophy in the over 100 million miles category. The President's Trophy is the highest safety award available to motor carriers in the United States and is presented annually to only three motor carriers. The award goes to fleets that demonstrate innovative approaches to safety and go above and beyond to keep the highways safe.

ULTIMATELY, THE VALUE WE PROVIDE IS INVALUABLE.

Interested in how your company can benefit from our extensive transportation and logistics experience? You'll get peace of mind with a partner that acts with integrity in everything they do, and you will leverage powerful technology and the experts behind it. You can rest easy knowing safety is foundational to Ruan's culture.

RUAN

INTEGRATED SUPPLY CHAIN SOLUTIONS
>
DEDICATED CONTRACT TRANSPORTATION
+
MANAGED TRANSPORTATION
+
VALUE-ADDED WAREHOUSING
+
BROKERAGE SUPPORT SERVICES

EXPERIENCE > COST
INTEGRITY
TECHNOLOGY
SAFETY
PARTNERSHIP

RUAN

Twitter Facebook LinkedIn YouTube

Contact our logistics and supply chain experts today at Solutions@ruan.com.