



RUAN GETS ON BOARD WITH PEOPLENET

Although the Federal Motor Carrier Safety Administration (FMCSA) rule regarding electronic on-board recorders (EOBRs) has been held up in court and faces some opposition, Ruan knows that the technology can help improve safety, reporting and productivity.

Because of that, the company recently strengthened its strategic partnership with PeopleNet and is moving rapidly to implement a solution in all its tractors.

“With PeopleNet, we’re making a multi-million dollar investment for on-board computers that give us better visibility to what our drivers and vehicles are doing on a minute-by-minute basis,” said Darin Endecott, Ruan’s vice president of quality.

The PeopleNet solution automates the tracking of hours of service, an important regulatory and safety concern for transporters. The system activates time tracking once the truck is put into motion and provides an automatic arrival time when the truck arrives at its delivery point — information that can be sent in real time to customers and to Ruan. The driver’s

drive time, on-duty time and total number of hours worked per week are all recorded by the PeopleNet system. Therefore, it is easy for the driver to see when he or she is approaching the Department of Transportation’s (DOT’s) hours-of-service limits.

Many competing EOBRs provide similar functions, but Ruan chose the PeopleNet solution because it is a single platform that offers several additional capabilities, including data capture and communication, ECM integration, driver monitoring and GPS.

“This platform facilitates electronic log compliance and electronic DVIRs, but it can also compare vehicle speed to posted speed limits, and ECM integration lets us monitor at-risk behavior like hard braking or instability,” said Lisa Gonnerman, director of safety. “The device continually monitors the engine to identify fault codes that need immediate attention. And, it provides two-way communication with the driver without the use of a cell phone — a key safety feature.”

Upgrading Ruan’s current on-board recorders to the PeopleNet units is a significant investment, but the company believes the improvements to Ruan’s safety and risk performance will far outweigh the cost. The devices also should improve equipment performance and efficiency.

“It provides us the ability to monitor our equipment’s performance — which basically comes down to miles per gallon,” Endecott said. “We’ll be able to evaluate idle times, shift points, hard accelerations and other driving behavior that we can discuss with drivers and work to improve.”

Time savings are another huge advantage. Ruan is conservatively estimating that drivers and terminal personnel will gain 50 hours per year per driver solely based on time savings associated with electronic logs.

“We’re also excited about the system’s ability to integrate with our RTMS2.0 software,” said Marty Wadle, vice president of logistics solutions. “We can offer customers additional features like signature capture, photo capture of damage and other custom, form-driven information captures. PeopleNet is a key component of our effort to make the transportation process paperless.”

Ruan is working closely with terminal managers, safety leaders and its customers to build an aggressive implementation plan that maximizes benefits and maintains customer commitments while meeting the target of installing PeopleNet units in its tractors by the first quarter of 2013.

