

# IOWA STATE UNIVERSITY AND RUAN:

Partnering in the development of tomorrow's logistics professionals

IOWA STATE UNIVERSITY  
COLLEGE OF BUSINESS

**RUAN**

Ruan began a partnership with Iowa State University (ISU) in 2014 to teach students to use the leading global transportation management software Oracle Transportation Management (OTM). OTM features myriad capabilities that Ruan customers benefit from every day. The platform offers order management, optimization, planning execution and business intelligence. Unique solutions are created per order, saving time and money for multiple customers at a time, and users receive real-time updates on the location and estimated delivery time of shipments. In addition, customers can access the web-based system to review supply chain information, make manual entries, send tenders electronically and more.

Proper use of the technologies offered through OTM require highly trained and specialized team members. Such employees are not readily available in the marketplace, so Ruan developed our own training strategies and approached OTM about an academic license for the software. ISU was the first and remains the only academic licensor of OTM.

The partnership between ISU and Ruan is the first time OTM was embedded into a college curriculum. As a leading supply chain management university, ISU seeks to offer courses on the most innovative technology in the field. Ruan has been a leader in the industry for decades and was pleased to partner with the university's College of Business Supply Chain Management undergraduate program to build coursework, OTM data sets and provide training to ISU students. Ruan continues to work with other companies to further strengthen the regional OTM community and provide real-world skills to students at ISU.

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As part of the partnership, Ruan also offers counsel to ISU professors, shared data and other metrics and provides expert speakers for university career fairs and events. OTM coursework is now featured in the Principles of

Transportation course that all supply chain management students must take prior to graduation.

"A team from Ruan meets with students in the Supply Chain Management 461 class every semester to explain the transportation management system used by the company. The Ruan partnership is very beneficial to our supply chain management students," said Haozhe Chen, associate professor of supply chain management at the College of Business. "Students are able to access and practice on a sample system that is just like the one used by Ruan employees. By doing this, students see first-hand how a transportation management system works in the real world, providing knowledge and experience during college that helps students when they graduate and seek full-time employment."

Ruan's involvement in the program is based on a long-running relationship between the company and ISU. Ruan Senior Vice President of Supply Chain Solutions Marty Wadle is an ISU graduate and serves on the executive advisory council for the university's College of Business Supply Chain Management undergraduate program.

"This partnership has seen great success over the past few years. In the six semesters we have been collaborating with ISU, we have trained more than 500 students on this state-of-the-art technology that they may be using in the workplace," Wadle said. "Ruan is proud to hire several ISU graduates each year, and we feel that preparing these students with best-of-breed tools like OTM is a tremendous opportunity for both the students and future employers."

## For more information:

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