

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The road has white lane markings and a dashed center line. A few vehicles are visible: a red car in the upper left, and three other cars (two dark, one light) further down the curve. The top of the image features a white, torn-edge paper overlay.

Surges Create Supply Chain Messes:

Ruan's Proactive Surge Capabilities

Unexpected events, seasonal and fluctuating demands, and economic surges that a shipper may experience all require a transportation partner with flexible surge capacity solutions or will risk falling behind for their customers.

Learn how Ruan handles surges in the supply chain seamlessly with both our Dedicated Contract Transportation and Managed Transportation solutions from our logistics experts.



DEDICATED CONTRACT TRANSPORTATION

with Jeremy Carmichael
VICE PRESIDENT OF OPERATIONS

Ruan Transportation Management Systems ensures retail surge success through a unified strategy that combines collaborative planning, flexible dedicated fleets, advanced technology, and a trained workforce. By partnering closely with customers, optimizing routes and capacity, leveraging real-time visibility tools, and maintaining strong communication, Ruan delivers efficient, reliable, and cost-effective surge solutions – while continuously improving and supporting sustainability goals.

Key elements of this strategy include:

1. Collaborative Planning
2. Flexible Dedicated Fleets
3. Proactive Workforce and Equipment Management
4. Technology-Driven Optimization
5. Strong Partnerships and Communication
6. Continuous Improvement and Flexibility
7. Sustainability and Cost Efficiency

We pride ourselves on deeply understanding our customers' businesses and anticipating their unique needs. This insight, combined with our "Yes and How" approach to creating tailored solutions, sets us apart in the industry. We don't just excel when operations are steady and predictable - we thrive when challenges arise and expectations are at their highest.

In logistics, things can change from year to year – and sometimes from minute to minute. That's why we place such a high value on truly understanding our customers' businesses through strong, lasting partnerships. For some, that partnership spans decades; for others, just a few months. What remains constant is our commitment to delivering solutions tailored to each customer's unique needs.

At Ruan, we believe success comes from being present - onsite, communicating, interacting, and executing with excellence. These aren't stand-alone actions but the results of many things done well, working together to ensure our customers' supply chains run smoothly no matter the challenge.

Success Stories

At Ruan, we know that logistics demands can change in an instant - and surge seasons put that reality into overdrive. Over the years, we've built a reputation for stepping up when our customers need us most, often on short notice and always with a focus on safety, service, and execution. A few recent stories stand out:

Standing Up a Fleet Overnight

A longtime customer faced a critical challenge when another provider backed out just before the holiday season. In a matter of hours, we mobilized a 15-driver fleet with the necessary equipment to support their primary growth engine for 10 weeks - ensuring uninterrupted service during one of the busiest times of the year.

Stabilizing Yard Operations

During another customer's peak season, disruptions in three of their yard operations threatened to impact the broader supply chain. Ruan quickly deployed resources to stabilize operations and maintain consistent, reliable service, preventing further delays and keeping their network running smoothly.

Scaling Capacity in a Tight Market

In a booming market, a customer came to us needing more than 25 additional drivers to support a quarter-long growth initiative. Despite the tight labor environment, we met their request in full - delivering without a single service issue or customer concern.

These surge success stories reflect what sets Ruan apart: strong partnerships, open communication, and flawless execution. With our retail customers, we regularly support 15–25% growth during surge seasons – consistently delivering world-class safety, service, and solutions that go above and beyond expectations.



MANAGED TRANSPORTATION

with Ben Brown

MANAGED TRANSPORTATION OPERATIONS LEADER

Ruan takes a proactive, collaborative approach with our customers. From the very beginning of each partnership, we build strong relationships with key stakeholders and maintain regular communication through strategic engagement sessions, forecasting discussions, and site visits. These touchpoints provide deep insight into each customer's supply chain cycles, helping us prepare for volume ebbs and flows.

As surge volumes approach, we hold planning meetings to align expectations, assess capacity requirements, and coordinate execution strategies. During peak activity, Ruan increases communication frequency, enabling us to monitor performance in real time, gather feedback, and make adjustments to ensure success.

Ruan thrives when challenges arise. Our deep understanding of each customer's business enables us to respond quickly and effectively, even when plans change. We also leverage advanced technology, including Ruan Freight Exchange, which gives us visibility across our entire network and helps us identify and utilize available capacity where it's needed most.

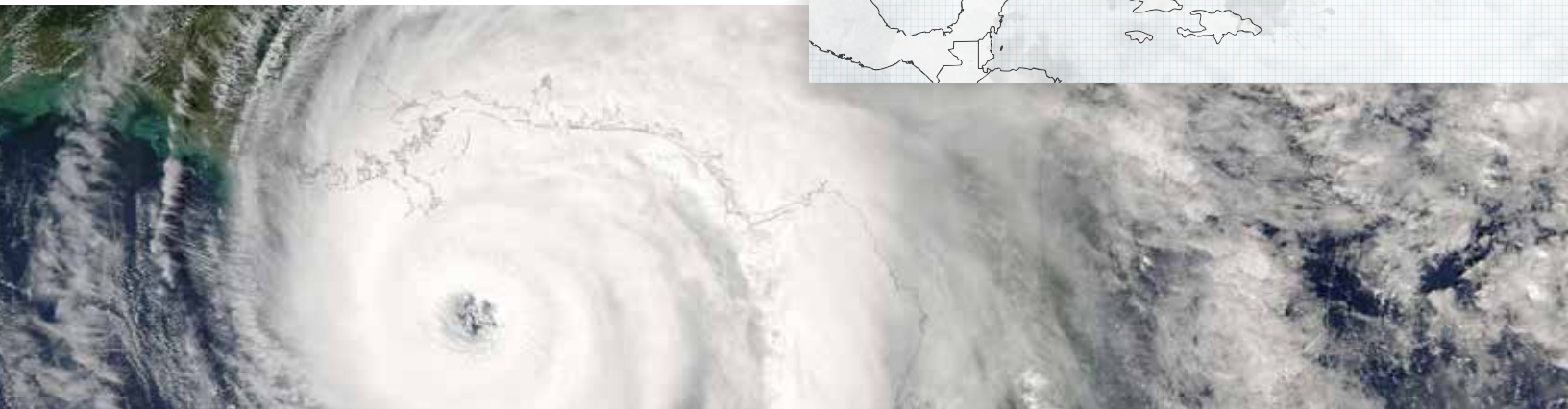
Our transportation specialists ensure daily execution, while our extended operations team provides seamless coverage after hours, on weekends, and during holidays. Because this team is trained on each customer's requirements, service remains consistent, reliable, and aligned with customer expectations no matter when the need arises.

Success Story

2017 was a historically severe hurricane season. One of our long-standing customers – a private-label bottled water company – was called into action multiple times over the summer. The demand for water was extraordinary, and Ruan partnered closely with the customer to ensure critical shipments were delivered to those in need. Meeting this demand required significant creativity and adaptability, including coordinating with FEMA, delivering to temporary sites without docks, and planning alternate routes around storm-damaged areas.

In one powerful example, Ruan and the customer worked together to deliver three shipments of bottled water free of charge with a company driver. These drivers encountered some unworthy road conditions and even had to be escorted in by National Guard and FEMA, but they were not going to stop until the job was done.

This story reflects what truly sets Ruan apart: strong partnerships, a commitment to safety and service, and our Guiding Principle of putting people first.



RUAN

Integrated Supply Chain Solutions

- + Dedicated Contract Transportation**
- + Managed Transportation**
- + Value-Added Warehousing**
- + Brokerage Support Services**

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