

Smarter Fleet Compliance at Scale: A Ruan and Gridline Success Story

Countless businesses across the United States depend on Ruan Transportation Management Systems (Ruan) to keep their supply chains moving. As one of the largest privately held transportation and logistics companies in the country, Ruan operates more than 300 locations nationwide, managing a complex fleet with a relentless focus on safety, reliability and service excellence.

With a compliance operation spanning hundreds of locations and thousands of drivers, Ruan sought a solution that could bring greater consistency, efficiency and accountability to its Hours-of-Service (HOS) coaching process. The goal was to find a platform that could support its compliance team in delivering a better experience for drivers while strengthening the organization's overall approach to HOS management.

Ruan turned to Gridline's HOS Protect, built on Geotab's industry-leading telematics infrastructure. Gridline's platform gave Ruan the tools to centralize its entire HOS coaching process, standardize documentation and escalation procedures across every location, and give its compliance team the visibility and ability to manage it all in one place.



Results at a Glance

100+
Hours

Saved by operational teams in the first 9 months

1000 +
Calls

Coaching conversations conducted, overwhelmingly positive

300+
Locations

Standardized under one centralized HOS coaching process

Big
Reduction

In repeat HOS violations since launching the program

The Opportunity: **Gridline HOS Protect**

A platform built for scale

Ruan selected Gridline as its Geotab partner. In doing so, they discovered Gridline's HOS Protect solution - bringing a centralized, scalable approach to standardizing HOS coaching across all locations, with full visibility and control for the compliance team.



A new way of thinking about compliance

For John Holt, who leads Ruan's Compliance Department and has spent 12 years building and refining the team's approach, the platform introduced more than new technology. It opened the door to a fundamentally different way of thinking about HOS compliance, one where consistency, documentation and driver support could all be managed from a single point of accountability.

"This could finally be the option to modernize the whole process,"

Holt recalled thinking when he first learned about HOS Protect.

"It gave us a vision and started us down the path of where we are today."

The Solution: Centralized **HOS Coaching**

One team, one process

Ruan's Compliance Team centrally monitors, coaches and documents HOS improvements across the entire organization. All HOS reporting, coaching conversations and documentation now flow through Gridline's solution. The field does not need to manage individual coaching interactions, and operational leaders can stay informed without being pulled into each event.

Real-time data, faster conversations

This model, which Ruan refers to internally as Centralized HOS Coaching, was made possible in part because of how HOS Protect integrates with Geotab's ELD data. The compliance team has full access to compliance data, which means coaching conversations can happen faster, more consistently and with better context.

Consistency across 300+ locations

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John Holt,
Compliance Manager, Ruan

A Partnership Built on Responsiveness

From pilot to production

Implementing a change of this scale requires more than strong technology. It requires a partner willing to listen and adapt. For Ruan, that has been one of the defining aspects of the relationship with Gridline.

"The Gridline team has been fantastic from the very beginning, even through the pilot stages. I haven't often worked with a partner as responsive to requests as they have been. They told us they would have something ready in a couple of weeks, and they meant it. We have recurring check-in calls, and their leadership stays engaged and invested in how things are going."

— John Holt, Compliance Manager, Ruan

Continuous improvement

That level of responsiveness has allowed Ruan to fine-tune the program over time, making adjustments as the team learned what was working and where additional support was needed.



The Results

Since launching the new process in June 2025, Ruan has seen meaningful results across several areas.

A Standardized Escalation Process

One of the most significant outcomes has been the development of a formal, standardized escalation framework. Today, every driver goes through the same structured path, from a first occurrence through subsequent events, with clear and consistent steps at each stage.

The impact has been substantial. Since implementing the standardized process, Ruan has seen a reduction in repeat violations. Multi-occurrence situations have become less frequent, reflecting both the effectiveness of the coaching process and drivers' growing understanding of HOS requirements.

Greater Consistency Across the Organization

Ruan has long valued common and consistent practices across its operations. The centralized coaching model has reinforced that commitment in a tangible way. Because all coaching now runs through one team using one process, it has created a natural feedback loop that helps ensure everyone is aligned, whether that is a field manager, the after-hours extended operations team or a member of the compliance team itself.

When questions arise about how a situation should be handled, the answer is always grounded in the same documented process. That level of consistency has been one of the results Holt is most proud of.

More Than 100 Hours Returned to Operations

By centralizing the coaching process within the compliance team, Ruan has also freed up significant time for operational leaders. That time has been redirected toward what operational leaders do best - running the business.

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A Coaching Culture Drivers Actually Appreciate

Perhaps the most telling result is how drivers have responded. HOS regulations exist for a reason. They have been studied, refined and put in place to protect drivers and everyone sharing the road with them, and Ruan takes that responsibility seriously.

Since launch, feedback from drivers across our coaching interactions has been overwhelmingly positive. Many have expressed genuine appreciation for the care and consistency the compliance team brings to every conversation.

"Our goal is to help drivers understand what happened so we can prevent it going forward. I can't tell you how many of those calls end with the driver being genuinely thankful. That means a lot to us." - John Holt, Compliance Manager, Ruan