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Red Classic Turns to Rand McNally for Electronic Logs and Mobile Fleet Management Solution

Rand McNally's TND™ 760 deployed across entire fleet

SKOKIE, Ill., Aug. 6, 2013 – Rand McNally today announced that Red Classic Services, a full-service transportation company, has implemented [Rand McNally's TND™ 760](#) mobile fleet management solution throughout its fleet. The TND™ 760 devices replace a previous solution that handled electronic logging and mileage recording for International Fuel Tax Agreement (IFTA) processing for the company.

[Red Classic](#) considered more than ten different solutions during a one-year period prior to selecting a new partner. Rand McNally's TND™ 760 was selected due to its robust functionality and software that was intuitive for drivers, operations and customer service staff to use.

“The heart of Red Classic is a pledge to our customers of a consistent long-term relationship filled with outstanding, reliable service,” stated Ron Drogan, President of Red Classic. “Rand McNally's solution will enable us to continue to deliver on that commitment.”

In evaluating solutions, Red Classic wanted to ensure that the new system would be able to process customer shipments quickly, correctly, and automatically. Therefore, Red Classic focused on access to real-time information, allowing the company to provide its customers critical information such as estimated arrival time of shipments, and the ability to intervene if delays occur. When a truck enters or exits a pickup or delivery location, that information needs to be transferred without driver intervention to Red Classic's transportation management

software, TMWSuite® from TMW Systems Inc., where the information is then used by the dispatch, billing and customer service areas.

“We analyzed all orders processed over a one-year period and found that 80% were handled automatically. While that sounds fairly positive, processing any transactions manually is time-consuming and sometimes inaccurate, causing additional work,” explained Jason Meares, Transportation Systems Manager, Red Classic. “Our expectation with the TND™ 760 is a substantial increase in our automatic processing rate, allowing for information on those orders to be immediately available to our customers.”

“We also look forward to capturing data that will provide insight into a vehicle’s progress and performance in addition to hours of service and mileage reporting,” Meares added.

Another critical requirement for Red Classic was full integration with TMWSuite software. Rand McNally’s Connect software was closely evaluated to determine if it had the flexibility needed to support Red Classic’s dynamic and fast-paced operations. The Connect integration provides the ability to: Import thousands of locations from TMWSuite and create geo-fences to automate arrival and departure notification; update the TMWSuite system on a driver’s available hours of service and duty status; send dispatch information to specific drivers rather than specific vehicles; and automatically synchronize messages on the TND™ 760 and TMWSuite through a single process, ensuring that both systems operate in lockstep with one another.

Besides the TMWSuite integration and real-time data, Red Classic executives said other considerations in selecting a new solution were low subscription costs, an easy-to-use device for the drivers, low-cost installation, a proven product, and the ability to export data into reports that can be used by a variety of business areas.

Red Classic also has implemented a new TND™ 760 feature – the use of secured Wi-Fi® - into its operations. As Red Classic is a 24/7 operation, drivers return at least once per day to one of fifty Red Classic terminals. While trucks are within each terminal’s secured Wi-Fi® area, data will be rapidly exchanged at a low cost.

“Many of our vehicles operate across relatively remote locations, where Wi-Fi® is not available and cellular service may be spotty,” said Meares. “This feature will enable uninterrupted data transmission, and allow us to avoid data overage charges.”

For more information on Rand McNally’s fleet management services, call 1-800-789-6277 or visit randmcnally.com/tnd760.

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About Rand McNally – Rand McNally is the country’s most trusted source for maps, navigation, and travel content. For more than 75 years, Rand McNally has been an innovator in the Commercial Transportation market, from mileage and routing software to mobile fleet management solutions. Learn more at randmcnally.com

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About Red Classic – Red Classic Services is a full service transportation company specializing in van truckload shipping and is committed to providing top quality service at a competitive price. Red Classic Services is a wholly owned subsidiary of Coca-Cola Bottling Co. Consolidated. www.red-classic.com

Wi-Fi® is a registered trademark of the Wi-Fi® Alliance.

TMWSuite is a registered trademark of TMW Systems Inc.