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## **Ready Trucking Achieves Productivity Improvement Goals with Rand McNally TND™ 760 Devices**

*Low cost of ownership and integration capabilities drove implementation decision*

**SKOKIE, Ill., July 24, 2014** – Just months after installing [Rand McNally's TND™ 760](#) in-cab devices, [Ready Trucking](#) of Ellenwood, Georgia today announced that the company has achieved its implementation objectives. More specifically, [Ready Trucking](#) is able to evaluate and manage more data, allowing dispatchers to reduce the time they spend on the phone.

As a result, executives at the 100-truck company, say their dispatchers have been able to increase the time they have to plan and make better decisions, ultimately increasing the service and safety offered to their customers and drivers.

The company began evaluating mobile communications as early as 1992, recognizing that accessing information in real time would improve efficiency in its operations while supporting and exceeding the expectations of customers. The cost of implementation had been a hurdle until now.

“In the past, the hardware associated with mobile communications was expensive, proprietary, and difficult to install and maintain. We ultimately selected Rand McNally because it is easy to install, based on their award-winning truck navigation solution, and cheaper to maintain,” said Morgan Hulseley, Executive Director of Operations at Ready Trucking. “For example, we only have to manage a single device with Rand McNally, versus three different unit parts in older

generation equipment. There wasn't a comparable product in terms of overall cost of ownership based on our computations.”

[Ready Trucking](#) manages a wide variety of service-intensive customers, which have been developed and nurtured for more than 30 years. Company executives said the adoption of technology and a quick response to industry changes has been imperative to the retention of customers, drivers and overall growth.

With the new TND™ 760 devices on board, Ready Trucking has positively affected its safety and compliance by increasing accuracy and reliability of hours of service recording. The company also has generated significant efficiencies throughout operations with automated reporting and availability of information delivered by the devices.

“The TND™ 760 helps us to maximize other technology investments. The Rand McNally Connect Web Portal provides an interface directly to our dispatch software, Progressive Data Systems. Dispatchers can seamlessly assign loads to drivers and the company can manage communication and service levels throughout the organization automatically,” continued Hulseley.

For more information on Rand McNally’s mobile fleet management services, call 1-800-789-6277 or visit [randmcnally.com](http://randmcnally.com).

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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 providing mileage and routing software, to truck navigation and E-Logs to mobile fleet management solutions. Learn more at [randmcnally.com](http://randmcnally.com).

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For more information on Ready Trucking Inc., visit [www.readytrucking.com](http://www.readytrucking.com).