

# Delivering life-saving information during a crisis

When you are a large enterprise, it can prove difficult to provide a widely-dispersed workforce with up to date, vital information during a crisis to keep people out of harm's way and save lives.

## THE CHALLENGE: BEING INFORMED AND SAFE

Transportation and supply-chain company Ryder, with 35,000 employees spread out around the globe, found itself preparing for a dire crisis as a hurricane approached.

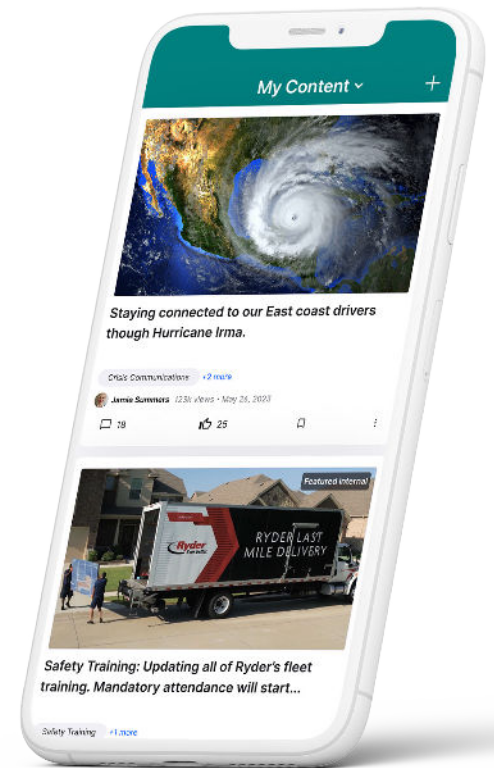
Hurricane Irma, one of the most powerful storms ever recorded in the Atlantic, was barreling toward Miami, home of Ryder's corporate headquarters. The company needed to keep employees informed and safe during the terrifying event.

The RWorld 2 branded platform, powered by Firstup, became a critical part of Ryder's disaster plan by ensuring that employees were informed of fast-moving developments before, during, and after the storm that knocked out power to 7.7 million homes and businesses.

Delivering a constant stream of information directly to employees on their mobile devices enabled the company to keep workers at the headquarters and more than 9,000 truck drivers affected by the hurricane aware of critical weather updates and potentially life-saving news.



**Ryder** operates behind the scenes, managing critical fleet, transportation, and supply chain functions for over 50,000 customers, many of which make the products that consumers use every day.



*"Firstup's support helped us keep connected with our employees even when there was no electricity."*

Communications Manager  
Ryder

# 20%

of company truck drivers were able to route around impacted areas and continue delivering cargo