

Encompass[®]

A Mobile Revolution In Compliance



By Rustin Keller
Executive Vice President
& COO
J. J. Keller & Associates, Inc.[®]



Fleet dashboards may have been around for years, but J. J. Keller's approach to developing our own fleet dashboard was unique. When combined with our electronic logging devices (ELDs), the overall Encompass[®] system is truly one-of-a-kind.

We began with what we do best: improving safety and regulatory compliance. Then we aimed for total versatility. Combined with 60 years of expertise as a foundation, our Encompass[®] with E-Logs online compliance management system was built.

A Proven Regulatory Foundation

In the beginning, Encompass[®] was created primarily to store and manage safety and compliance data and records that are fundamental to running a successful CMV operation. These included drug tests, employment applications, driver qualification records, training records, licenses, registration documents, photos, and company-specific information.

To date, Encompass[®] has provided thousands of fleet managers, overseeing nearly 500,000 drivers and vehicles, with concrete data about their own fleets and drivers — knowledge they use to control costs and grow their businesses.

Managers of non-regulated fleets also chose Encompass[®] because it tracks records and data unique to their operations: employee records, company-required documentation, credentials (TWIC cards), and assets like forklifts, generators, and scissor lifts.

But that was just the beginning.

Built for Mobility

With the growth of mobile technology in the marketplace, we recognized that drivers could use the technology they're already comfortable with to meet the demands of increased compliance requirements, including electronic logging. Mobile devices give drivers and companies the greatest opportunity for a flexible E-Log solution. Instead of building a cost-prohibitive, dashboard-mounted system that can't respond nimbly to new technology and regulatory changes, we built Encompass[®] with an eye toward the mobile revolution.

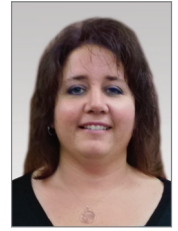
When we looked at the mobile revolution, it became obvious that soon everyone would have the power of a super computer in their pocket, and all of us would be connected all the time. Why not take advantage of this mega trend? It didn't make sense to ask customers to pay twice for this infrastructure so

we proceeded to make our solution compatible with as many devices as practical.

That led to the development of our J. J. Keller Mobile® app — **the only E-Log/E-DVIR app compatible with the iPhone®, iPad®, and over 80 Android™ devices.** We also developed what is now our Gen II ELD. It's **the only Apple®-certified ELD we know of that's compatible with all vehicle classes (1-8).** Together, they collect and transfer data via Bluetooth® to the cloud-based Encompass® back office system. Fleet managers can now view, report, track and analyze compliance and performance levels at the touch of a button. A simple, but powerful, mobile model.

This “flexible mobility” is the cornerstone of delivering the right electronic logging system. And it allows fleets to use their choice of commercially-available smart devices to work with Encompass®.

“When we decided to go with the Keller program [Encompass®], we chose to select our own devices. We felt it would fit our company needs better because we use our tablets for other purposes in addition to J. J. Keller, so it is a multi-function piece of equipment to us.”



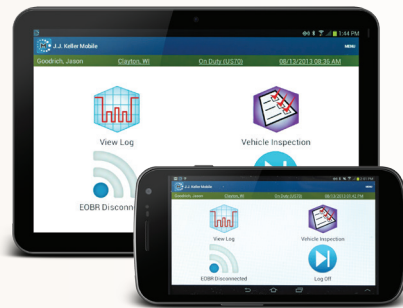
Michele Korwin
Operations Manager
RoadRunners
Autotransport, Inc.

Smart Device Optimization

Bring Your Own Device (BYOD)

Smart devices are used for far more than just phone calls. And J. J. Keller leverages that technology with Encompass®.

Fleets that want to use their or their drivers' iPhone®, iPad®, or Android™ devices can opt for the “bring your own device” (BYOD) option. **It's the lowest cost, easiest to implement choice available.** And our J. J. Keller Mobile® app — which feeds vehicle data to the Encompass® online dashboard — can be loaded onto nearly any smart device.



The J. J. Keller Compliance Tablet™

Our proprietary tablet comes pre-loaded with the J. J. Keller Mobile® app and delivers 4G Verizon coverage. It's part of **an all-inclusive, one-step E-Log system** that's the perfect solution if your drivers don't have smart devices or data plans — or if you prefer your drivers use company-provided devices.

Best of Both Worlds

Can't decide between BYOD and the J. J. Keller Compliance Tablet™? You don't have to. You can **use Encompass® and J. J. Keller's ELDs with any combination of smart devices.** This makes it possible for all drivers to run compliant. Plus, the ability to run both paper logs and E-Logs allows you to add your choice of devices as you go without having to make a large up-front investment.

No other system offers such flexibility!



Mixed Fleets Welcome

The last 10 years presented many challenges for trucking companies. Diversification and expanding service offerings became standard practice in order to gain market share. As a result, many fleets today are mixed and may have:

- Company drivers *and* contract (for-hire) drivers
- Local drivers *and* OTR drivers
- CMV drivers (10,000 – 24,999 lbs) *and* CDL (25,000+ lbs) drivers
- Smaller vehicles (Class 1-6) *and* large trucks (Class 7-8)
- Regulated *and* non-regulated drivers.

That presents fleets with additional challenges for managing compliance.

We heard those customer concerns and answered them with our **Gen II on-board recorder ELD that works with all class 1-8 vehicles**. We knew if we could satisfy the needs of mixed fleets, we'd have something great for *every* fleet.



It's Go Time

The constant financial threat from DOT violations, CSA interventions, shipper demands, and higher insurance premiums means compliance is as critical as performance tracking. Simply stated, a poor compliance record can put a fleet out of business.

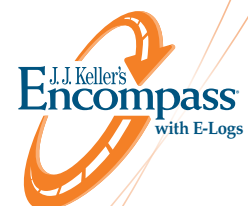
With a full legal mandate around the corner, proactive fleets are getting started now, before they're rushed into choosing a system. This positions them for an efficient E-Log implementation and allows them to invest in the technology at their own pace as opposed to taking a sudden financial hit.

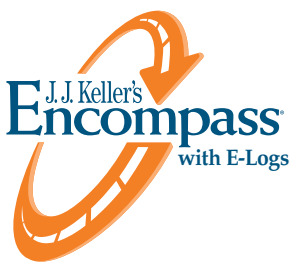
Imagine how much better your fleet will run with compliance and performance information at your fingertips.

Sincerely,

Handwritten signature of Rustin Keller.

Rustin Keller
Executive Vice President & COO
J. J. Keller & Associates, Inc.®





JKellerELogs.com | toll free 855-693-5338

With your subscription to J. J. Keller Encompass®, our J. J. Keller Mobile™ app can be downloaded on drivers' mobile devices.



Apple, the Apple logo, iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Android is a trademark of Google Inc. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by J. J. Keller & Associates, Inc. is under license. Other trademarks and trade names are those of their respective owners.

420487-024