

Ryder Relies on Premiere Service for Investor Relations Calls

Ryder System, Inc.

Miami, Florida

Business Challenges

- Maintain open lines of communication with stakeholders
- Transmit timely and accurate information to the marketplace
- Present professionally run conferences for key constituencies

Network Solution

- Premiere Audio Conferencing

Business Value

- **Connect.** Quarterly Investor Relations calls are professionally presented, well-attended, and interactive
- **Improve.** Conferences enhance information flow and company reputation
- **Grow.** With consistent, high-level call management from Verizon Business, Ryder can focus on its core areas of expertise

“The knowledge about how we run calls and specific unique aspects of our calls ensure the calls go off the way we want.”

Bob Brunn
Vice President of Investor Relations & Public Affairs

Ryder realizes high-performance communications with stakeholders through conference calls fully managed by Verizon Business.

Company Background and Industry

Since its beginnings hauling concrete with one Model A Ford Truck in 1933, Ryder System, Inc. has evolved into one of the world’s largest suppliers of transportation solutions for the business-to-business market. Services include commercial truck rental, vehicle maintenance, vehicle leasing, supply chain services, and distribution operations. A global company with nearly \$6 billion in annual revenue, Ryder maintains locations in the United States, Canada, Mexico, Europe, South America, and Asia.

Key Business Challenges

As a publicly traded company, it is important to Ryder to convey its current status and planned strategies to its stakeholders. Clear, concise, and consistent communication goes a long way toward fostering a prime asset—investor confidence.

Quarterly investor relations calls are a key component of Ryder’s communications strategy. The calls must reach a number of important audiences—market analysts, press representatives and, of course, investors. Ryder also requires a simultaneous online component that includes a slide presentation. Each call must be carefully managed so that the slide deck is advancing with the comments. “It is obviously crucial for Ryder that calls are flawless from a technical standpoint,” says Bob Brunn, Vice President of Investor Relations & Public Affairs. “The last thing we want is a communication breakdown before or during the call.”

Finally, Ryder must ensure that a call replay is available both via traditional phone line and the Internet.

The Solution

Verizon Business Premiere Audio Conferencing service fits all the criteria for Ryder’s Investor Relations calls. From its state-of-the-art technical underpinnings to its highly developed work tools and its customer support team, Premiere Audio Conferencing is designed to facilitate successful high-profile conferences.

Every call is conducted by a highly trained meeting manager and supported by web-based tools such as Meeting View. The tool provides real-time information on the status of each call participant to the meeting manager, as well as designated Ryder personnel. In addition, it allows monitoring of a question-and-answer queue and provides a chat application for online communication among call leaders and the meeting manager.

Why Verizon Business?

Verizon Business has a long history as a conferencing provider and understands the importance of a dedicated meeting manager to help ensure smooth, professionally run calls. By establishing a track record with the customer, these managers understand needs and preferences, participant behaviors and personalities, and other nuances that factor into the success of a call. And Verizon Business meeting managers enhance these strengths by completing rigorous coursework covering best practices for high-level customer service. By building a trusted relationship, Verizon Business helps Ryder focus on call content and communication goals, rather than technical or personnel support issues.

Case Study

About Verizon Business

- Leading provider of advanced communications solutions for business and government
 - Owns and operates one of the most expansive IP backbone networks in the world
 - Offers services on 6 continents, in 150 countries, and more than 2,800 cities around the globe
 - Offers innovative applications to help simplify, secure, and transform businesses
 - Delivers converged and integrated services that bring communications solutions together
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“Having that continuity of the meeting manager is important,” says Brunn. “I don’t have to explain our processes to a new person. Those individuals have a good documentation process about how our calls function and are on top of that every time we get to the next quarter and go through the call process again. That continuity and knowledge saves a lot of time and saves us from potential glitches.”

In fact, Brunn has an entire Verizon Business support team involved in each call. “The knowledge about how we run calls and specific unique aspects of our calls ensure the calls go off the way we want,” he says.

Results and Next Steps

Ryder’s quarterly investor relations calls have been exemplary for the past two and a half years of the Verizon Business contract. The calls cover recent quarterly financial and operating results, industry trends, updates about financial performance, and future expectations. It is an important forum to address investor or analyst questions and a critical part of Ryder’s overall Investor Relations program, providing transparency and openness to a key constituency.

Ryder has found the Verizon Business test call the day before each scheduled Investor Relations call to be particularly helpful. The test call involves key personnel from Verizon Business and Ryder, including Brunn, and covers the same set of steps as the live call. Any potential problems or significant issues are ironed out in advance, adding an extra layer of call support.

“We appreciate the high quality of service from Verizon Business,” says Brunn. “We appreciate the efforts of the individual people and the attention they have paid to it and their understanding of how important this particular communication venue is for the company. That understanding shows very clearly in the level of focus and attention.”

For More Information

- www.verizonbusiness.com/us/conferencing/audio/

