



Hewlett Packard
Enterprise

COMPLIANCE THAT TRANSFORMS

J. J. Keller innovates for safe, respectful workplaces with edge-to-cloud insights

Rules aren't always made to be broken. Many of them help keep our nation's highways, jobsites, and workplaces safe. But the list of rules and regulations for businesses is constantly changing—and growing in complexity. Instead of viewing government regulation as a compulsory legal imposition, J. J. Keller is transforming the compliance industry by innovating edge-to-cloud solutions that reduce the risk of noncompliance and ultimately keep people safer.

Prepared for the unthinkable

When the Covid-19 pandemic hit in early 2020, businesses, schools, and individuals were suddenly confronted with a disruption event that few knew how to navigate. But for nearly 70 years, J. J. Keller had been preparing for this kind of moment.

"Being a safety and compliance company that's used to advising others, we found ourselves in a unique position," recalls Dana Gilman, chief financial officer for J. J. Keller. "Even as we sent 90% percent of our associates home over a five-day period and put in place protocols to protect associates on-site, our experts were advising clients on how to do the same."

J. J. Keller has succeeded by always keeping its focus on its customers. Its corporate purpose, to protect people and the businesses they run, has been its north star since John J. Keller founded the business in the early 1950s. And today, the family-owned business still has a relentless focus on innovation that protects.



INDUSTRY: COMPLIANCE AND SAFETY

REGION: UNITED STATES

VISION

Diversify solution offerings and equip the business for growth

STRATEGY

Invest in an innovation platform to drive business agility

OUTCOMES

- Enables 100% year-over-year growth in consulting and managed services
- Accelerates business agility with IT that scales on demand
- Increases real-time access to data that provides customers with business insights

Going where the growth is

J. J. Keller has long since moved on from the physical publishing business that its founder launched—printing guides and offering consulting services to help motor carriers navigate the regulatory complexities of doing business across the relatively new Transcontinental Highway.

Today, it's a digital service provider that tracks more than 300 state and federal regulatory bodies while delivering targeted, industry-specific solutions online and in the cloud through its own apps and services. J. J. Keller still supports motor carriers. In fact, it's one of the largest trusted sources of information, trainings, and testing for U.S. Department of Transportation compliance.

It's an industry that has seen a huge upswing in growth. Since the pandemic created unprecedented demand for online shopping and home delivery, transportation and delivery providers have been taking on new drivers that need training. As J. J. Keller saw demand for transportation and shipping-related services begin to escalate, its leaders prepared to respond.

Visions of transformation

Managing a fast-moving crisis using the same leadership they've offered countless customers came as second nature to the leaders of J. J. Keller. But the pandemic also brought other unprecedented challenges and opportunities to light.

“We had already begun positioning ourselves for growth,” says Josh Djupstrom, senior director of information technology at J. J. Keller. “And we were facing the same challenges of any data-driven business—seeing our data growing every single day; figuring out the best way to analyze it; and discovering the most meaningful ways to scale and take action on it.”

The team had assessed its needs and realized it needed to transform to deliver on its vision. “We knew we needed certain capabilities from our IT environment that we didn't have,” Djupstrom recalls. “And we were faced with a choice of spending millions on infrastructure, or investing in a platform for growth.”

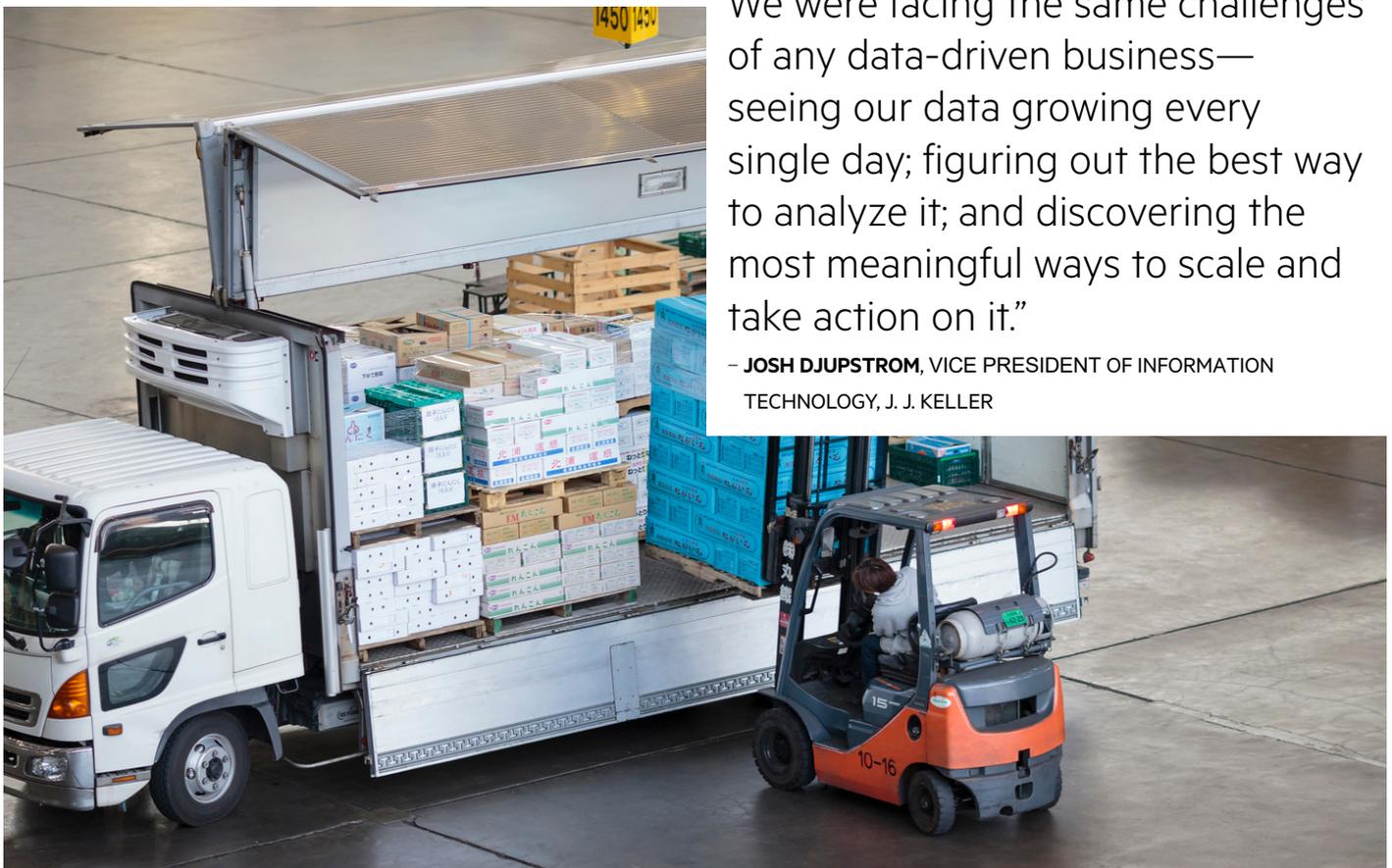
J. J. Keller engaged with longtime HPE technology partner RMM Solutions, a New Era Technology Company, to build that platform as a service: the HPE GreenLake edge-to-cloud platform.

The solution comprises HPE Primera for mission-critical storage, HPE ProLiant DL380 for a virtual machine server farm, HPE ProLiant DL580 to support SAP HANA® environments, and HPE Apollo for a data analytics and protection environment. The HPE GreenLake platform gives J. J. Keller a new way to consume IT and a fresh take on business agility.



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— JOSH DJUPSTROM, VICE PRESIDENT OF INFORMATION TECHNOLOGY, J. J. KELLER



Dynamic scale for data analytics

J. J. Keller supports the industry through sales of electronic logging devices for motor carriers and many other solutions, such as apps that facilitate compliance for other employers. “Think about a semi-truck. There are all kinds of characteristics to monitor about the driver and their load when moving a vehicle and its cargo from point A to point B,” says Djupstrom. “Those systems collect enormous volumes of data at the edge. In turn, we need to store, consolidate, analyze, generate insights, and potentially marry that data with original transactions.”

Leveraging a data platform built on HPE Apollo with Qumulo and Commvault gives the team real-time access and data protection that is as crucial to J. J. Keller as it is to its customers. That data is delivered through the J. J. Keller DataSense platform—a managed services offering that helps customers transform their compliance data into business insights.

With the transition to the HPE GreenLake platform, IT was prepared for the onslaught of new business. “Over the past year, the company has more than doubled growth in our managed services and consulting areas,” Gilman reports. “And our Safe & Smart Driver Training experienced a 5x increase over the previous year.”



2x year-over-year growth in managed services and consulting.”

An agile future

The next time J. J. Keller needs to provision more storage for its applications or add compute resources to or boost the performance of its mission-critical SAP HANA instances, it can scale with a few clicks or a phone call to its account representative at RMM Solutions.

That kind of flexibility could also provide a potential alternative to the use of public cloud resources. “There may be opportunities to leverage our HPE GreenLake private cloud to deliver greater scalability along with more predictable economics,” Djupstrom considers.

Whatever comes next, J. J. Keller will be able to navigate choices faster while ultimately making better business decisions. “We listen intently to our customers,” says Gilman. “We always want to be able to expand and diversify our business offerings to meet their needs, and HPE GreenLake puts us in a great position to deliver on that.”

Partners that go the extra mile

When RMM Solutions, a New Era Technology Company, set out to help J.J. Keller find the best path forward for its data center upgrade, the goal was to offer the compliance and safety leader something other than just another infrastructure purchase.

Account executive Randy Griesbach shares, “I knew they had an aging Dell environment, and they were going to be my main competition. And I thought if we could differentiate ourselves as a company, we could offer them something more than new hardware. We wanted to offer them a new IT paradigm.”

After attending an HPE Primera training in Chicago and thinking more broadly about where Hewlett Packard Enterprise was heading as a company, Griesbach began developing a plan. “HPE has been transforming into an edge-to-cloud, platform-as-a-service company, and I thought maybe HPE GreenLake could be the best play here. So, I immersed myself. We had to become an expert in HPE GreenLake to make it happen.”

In doing so, Griesbach ended up not only helping J. J. Keller to transform its concept of IT, but this helped close the very first HPE GreenLake deal in the state of Wisconsin for RMM Solutions, a New Era Technology Company.

“We built a platform on HPE GreenLake cloud services that is easy to modify. We wanted to help J. J. Keller to deploy Commvault as part of its new consumption-based model, so we worked a deal internally to provide it as a service to them.” Griesbach adds.

RMM Solutions was recently purchased by New Era Technology, a solution provider with a wider geographic reach and a larger client base. “There’s such a great opportunity to leverage HPE GreenLake cloud services to a broader audience,” Griesbach says. “I can’t wait to see what comes next.”



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– DANA GILMAN, CHIEF FINANCIAL OFFICER, J. J. KELLER



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SOLUTION

SERVICES

- HPE GreenLake cloud services

HARDWARE

- HPE Primera
- HPE ProLiant DL380 Gen10 servers
- HPE ProLiant DL580 Gen10 servers
- HPE Apollo 4200

SOFTWARE

- Commvault
- Qumulo
- SAP HANA
- VMware®

KEY PARTNERS

- RMM Solutions, a New Era Technology Company



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UPDATES

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