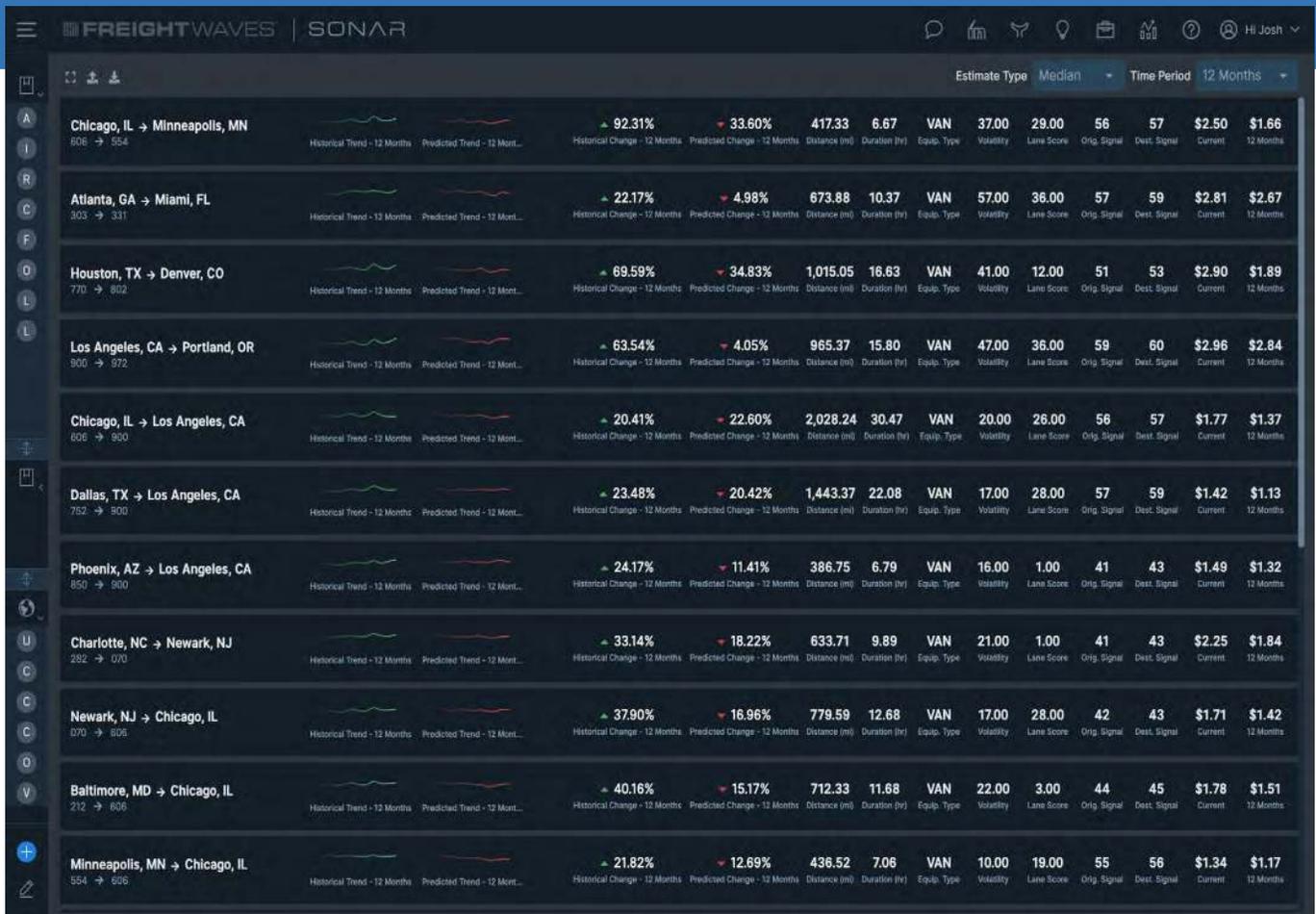


FREIGHTWAVES[®] SONAR



For those who want to leverage freight metrics and data to understand lane trends, FreightWaves SONAR now includes a remarkable innovation—Lane Scorecard.

What makes Lane Scorecard different from bulk lane rate tools on the market is its proprietary SONAR lane scoring, SONAR predictive rates and spark graphs that allow the user to more easily see past and forecast trends. With Lane Scorecard, users can view over 100 lanes of rate data at once, as well as “scores” on specific lanes and other valuable information to help price loads more accurately.

Lane Scorecard is a SONAR app and API that enables users to get bulk lane insights to help with their RFP/RFQ workflow. With RFPs, it can identify and assign appropriate ‘risk premiums’ on traditionally volatile lanes. With Lane Scorecard, a user can create ‘ideal potential bid packages’ to leverage during mid-round RFP negotiations. In post-RFP execution planning, a user can report/benchmark the overall ‘attractiveness’ of a final award before signing off on an annual commitment. And, a user can allocate internal resources to secure dedicated capacity, based on a Lane Scorecard lane profile. Users also can identify new market opportunities.

With the SONAR interface, users can see lanes, market intelligence and rates. As a user interacts with the results table he/she can easily see the visualizations that provide additional insight that only SONAR does best. In addition, Lane Scorecard data can be returned via API for flexible integration into a client’s transportation management system platform.

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SONAR

Chicago, IL → Minneapolis, MN

606 → 554

Historical Trend - 12 Months Predicted Trend - 12 Mont...

▲ 92.31% ▼ 33.60% 417.33 6.67 VAN 37.00 29.00 56 57 \$2.50 \$1.66
Historical Change - 12 Months Predicted Change - 12 Months Distance (mi) Duration (hr) Equip. Type Volatility Lane Score Orig. Signal Dest. Signal Current 12 Months

How freight & logistics industry segments benefit from the freight metrics in SONAR's Lane Scorecard

Brokers

- Creation of "ideal potential bid packages," to help brokers recognize which lanes will have the most lucrative tenders, effectively increasing profitability.
- Ability to review available tenders and ascertain whether to bid or not on freight in those lanes.
- Increased ability to provide quotes and bids based on market data - not biased, internal assumptions about what others should pay.

Shippers

- Shippers apply SONAR's Lane Scorecard to reduce delays in tendering and pickups, going further into insights to act on these core capacities.
- Shippers can find and secure capacity with Lane Signals to know if the balance of bargaining power between the shipper and the carrier favors one or the other.
- View benchmarked spot rates by historical 12 months or predict the benchmarked spot rates 12 months in the future to understand where rates have been and where they are going, enabling better budgeting for changes in the market.
- Understand today's current benchmark spot rate to know if you're getting a reasonable freight rate, as well as what the predicted spot rate will be at a given time in the future.
- Set realistic bid requests, making your freight more attractive to key carriers, brokers and 3PLs across your chosen lanes and gain "Shipper of Choice" status.

3PLs

- 3PLs realize benefits from the Lane Scorecard by understanding what to expect from brokers, carriers and LSPs.
- Better understanding of lane movements allows 3PLs to further move assets to reduce upfront costs and maximize backhaul opportunities.
- Easy-to-use snapshot-like spark graphs that make reviewing past and future trends are easier and available to anyone in the 3PL.

Carriers

- Instead of relying on internal freight data, carriers can look beyond their supply chain networks to see what other carriers are doing.
- Increased attention to other carrier rates generates better flexibility and competition in setting lane rates.
- Shippers are less likely to request undercut bids due to carriers knowing what the market is really doing.
- Access to leading freight metrics that are custom-filtered to carrier preferences, reducing clutter and speeding decision-making.

In summary, users turn to Lane Scorecard to get a quick assessment and have actionable insights that allow them to communicate to their customers or teammates messages like: **"Look, this is the easiest freight"** or **"This is where we want to be more aggressive"** or **"This historically has been a harder lane."** With SONAR's Lane Scorecard, there's always access to relevant, preferred freight metrics that actually help your business thrive.

Ready to learn more? Emails us at bd@freightwaves.com

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