

# SONAR SUPPLY CHAIN INTELLIGENCE



## Take the guesswork out of requests for proposals (RFPs).

The beta release of SONAR SCI (supply chain intelligence) is a groundbreaking data and analytics platform with all of SONAR's features and data — and more.

The beta release integrates users' transportation management systems (TMS) with SONAR SCI via a pre-formatted CSV file or API, pushing relevant and key data into users' ecosystems or seeing the visualizations in the SONAR SCI user interface. Like SONAR, SONAR SCI helps users benchmark, analyze, monitor and forecast their freight spend when conducting freight contract negotiations for longer-term freight RFPs. Also like SONAR, this beta release will become more robust over time.

SONAR SCI's datasets are focused primarily on the contract freight market rather than the spot freight market. Using a number of proprietary data sources, SONAR SCI generates critical information to help guide RFP decisions, as well as look at existing bids. It provides data from the market via SONAR, industry peers and the freight party's historical data ingested by SONAR SCI via a pre-formatted CSV file or API.

In addition, SONAR SCI subscribers have access to \$80 billion of shipper-to-carrier freight spend. And these are invoices — what shippers actually pay carriers, not self-reported data — and they are submitted every evening. Not only is the data derived from actual invoices, but it is also broken down by industry-specific cohorts.

## Lane Acuity provides deeper lane insights.

A key feature of SONAR SCI's beta release is Lane Acuity. It helps users get deeper insights into a lane; they can score, measure and benchmark existing RFPs or those out-for-bid, as well as lane execution inside of a supply chain. Lane Acuity looks at a lane by mode. It can also show how a user's company compares to its peers, ranks within the industry, compared to the overall market, and at a pricing level.

Lane Acuity scores a lane by pricing, competition and mode; that score will evolve over time (at launch, 1 to 100, in levels of 10). A lower SCI score, such as 30, indicates to the user how difficult it will be to get a lane covered at the user's desired benchmark rate, whereas a higher SCI score, such as 70, indicates to the user that it is more likely to get that lane covered at the desired benchmark rate target.

## Quick Facts About Rate Data

- Several hundred shippers
- More than 11,000 carriers
- 2 trillion pounds of freight
- 75 million unique shipments
- \$80 billion of freight spend
- 38 billion miles of transit
- Date is broken down into industry cohorts
- Example: An auto manufacturer has a different supply chain than a big box retailer. With SONAR SCI, users can compare specific industry rate and demand dynamics instead of using a general market overview.
- When the data is combined with SONAR's tender data, the map of the market and industry-specific dynamics become immediately visible.

Sign-up for the beta release of the SONAR Supply Chain Intelligence App if your company does not already subscribe to SONAR.

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