Supply Chain Intelligence: Custom Insights

Turn your transportation network into actionable intelligence



SCI: Custom Insights gives shippers an always-on view of their transportation network by combining their tender, rate, volume, and carrier performance data with SONAR market intelligence.

Move from high-level network performance to individual lanes and carriers to uncover savings opportunities, identify risk, improve compliance, and make more informed procurement and routing decisions.

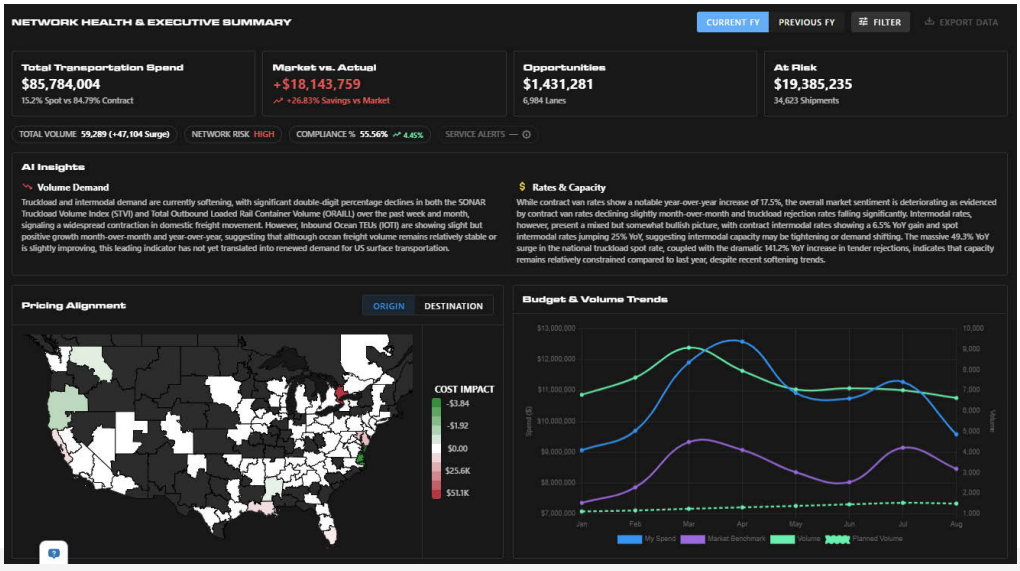
With SCI: Custom Insights, shippers can move seamlessly from executive-level network health to market, lane, and carrier-level action without rebuilding analyses or manually evaluating thousands of shipments.

Benchmark performance. Find savings. Reduce risk. Improve compliance. Optimize your network.

Network Health – Your Executive Network Snapshot

Best for quickly understanding overall network performance, cost exposure, risk, and emerging market conditions.

- Track **total transportation spend, volume, opportunities**, and **dollars at risk**
- Compare actual transportation costs against market benchmarks
- Monitor **network risk, volume compliance,** and **service alerts**
- Identify markets driving the largest **over- or under-market cost impact**
- Review **budget and volume trends** throughout the year
- AI Insights surface key changes in volume demand, rates, capacity, and network conditions
- Pricing Alignment Map helps identify markets requiring immediate attention

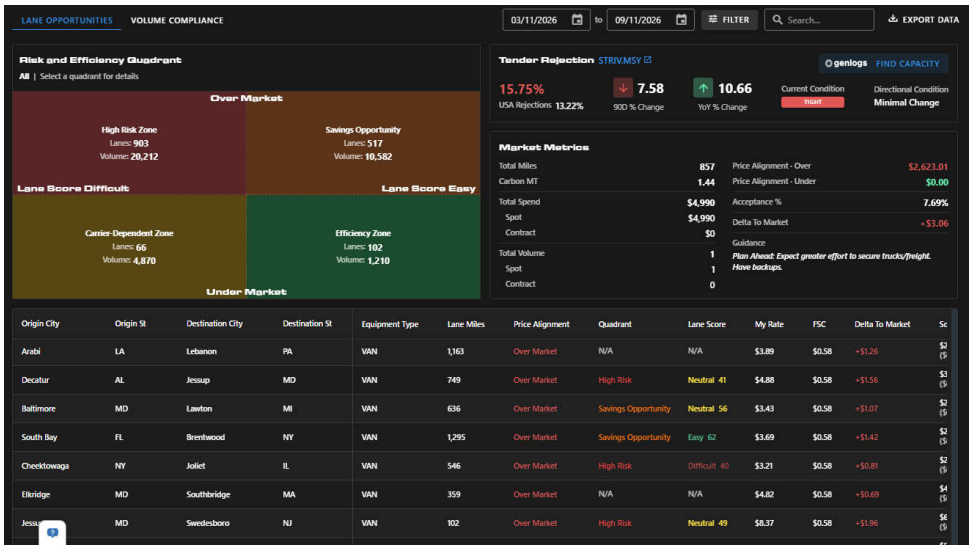


Benchmarking – Find Lane-Level Opportunities

Best for identifying where pricing, capacity, service, and routing performance can be improved.

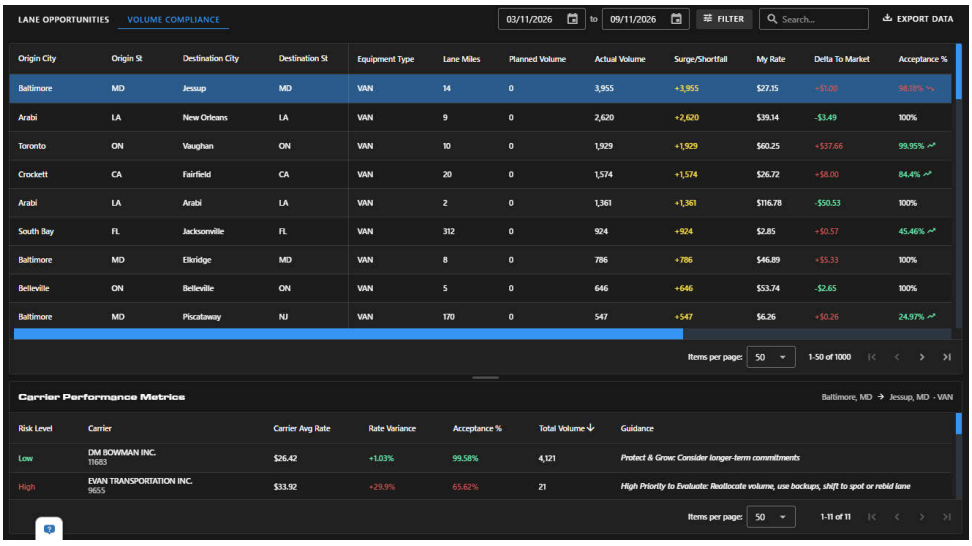
Lane Opportunities

- Segment lanes into four actionable quadrants: High Risk, Savings Opportunity, Carrier-Dependent, and Efficiency
- Compare your rates with market benchmarks at the lane level
- Analyze acceptance, tender rejection, lane score, spend, volume, and delta to market
- Surface lanes where you may be overpaying or where below-market pricing creates capacity risk
- Receive guidance to help prioritize renegotiation, routing, capacity, and procurement decisions



Volume Compliance

- Compare planned volume vs. actual volume by lane
- Quickly identify lane-level surges and shortfalls
- Evaluate acceptance, pricing alignment, and capacity conditions alongside volume performance
- Drill into carrier performance for each lane
- Identify carriers creating service risk or opportunities to improve routing guide execution



Network Optimization – Turn Insights Into Action

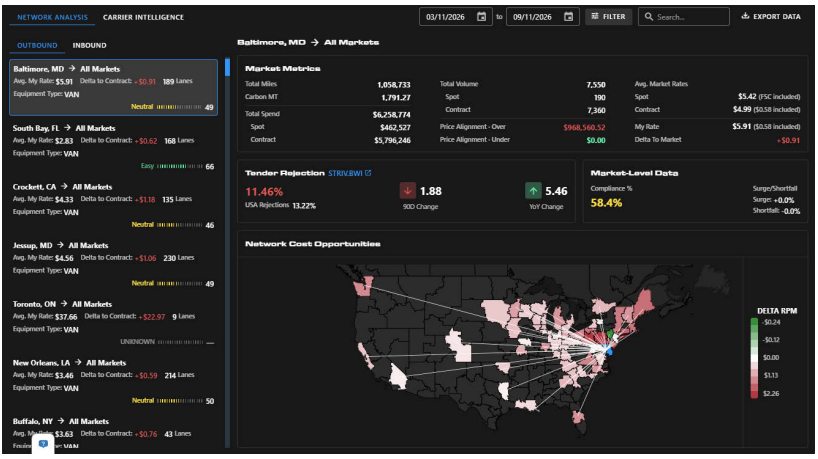
Best for determining where to optimize your network and which markets, lanes, or carriers should be prioritized

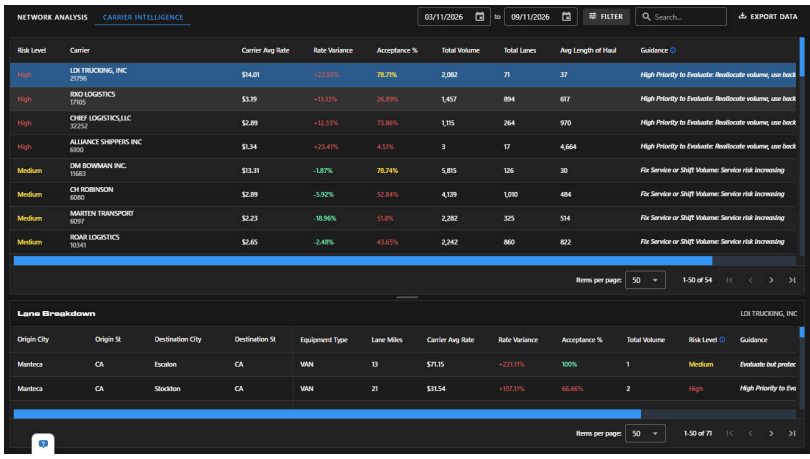
Network Analysis

- Analyze performance by origin or destination market
- Review spend, volume, miles, rate alignment, and market pricing across entire market groups
- Compare your network against current contract and spot market conditions
- Monitor tender rejection, compliance, and surge/shortfall indicators
- Use the Network Cost Opportunities Map to visualize where the greatest cost opportunities exist
- Drill from a market-level view directly into the lanes driving performance

Carrier Intelligence

- Evaluate carriers across your network using: rate variance, acceptance %, volume, lane count, average length of haul, and risk level
- Identify carriers creating the greatest cost or service exposure
- Receive actionable guidance based on carrier performance
- Drill into individual carrier lane performance to determine exactly where issues or opportunities exist
- Support routing guide decisions with a network-wide view of carrier behavior

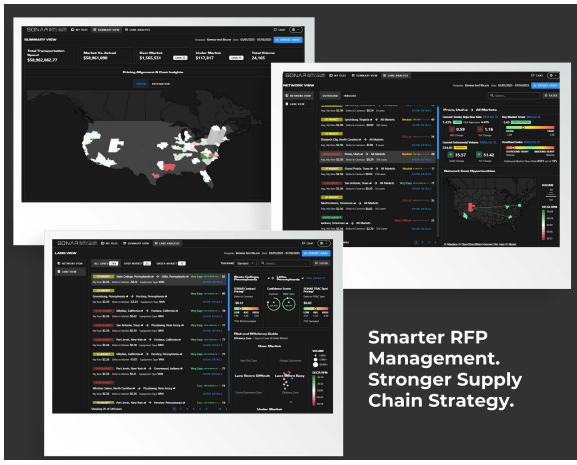




Manual Analysis – Analyze What Is Not Yet in Your Network

Best for mini-bids, project freight or scenario analysis. SCI's Manual Analysis remains available alongside Custom Insights, giving shippers the flexibility to upload and evaluate additional freight independently.

- Upload ad hoc lanes, project loads, or mini-bid scenarios
- Compare your rates against SONAR Contract and TRAC Spot market rates
- Evaluate performance through Summary, Network, and Lane-level views
- Review lane score, spend, market conditions, carbon impact, and pricing alignment
- Use the Risk & Efficiency Quadrant to identify savings opportunities and capacity risk



Available exclusively to participating members of the SONAR Shipper Consortium.

With a clear line of sight from high-level strategy to lane-level action, SCI ensures you're not just managing transportation—you're optimizing it.

Visit gosonar.com or email cs@gosonar.com to get started.