SONAR Data Integrations Support
Automation at Hubtek and Trucker Tools

Logistics technology has evolved significantly in the past 10 years, putting an increasing emphasis on workflow and process automation. The data that feeds the decision logics and algorithms in modern logistics platforms has also had to evolve: It's become richer and more contextualized.
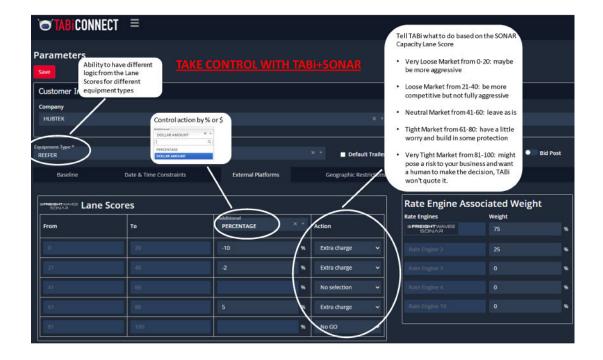
Take the example of trucking spot rate data: A decade ago, an average rate per mile with optional fuel surcharge based on the last few weeks of transactions on a lane was a standard offering. The human freight broker consuming the data would then be expected to use his or her expertise to adjust the rate for a certain customer, facility or pickup time or if he or she knew

that the trucking capacity had loosened or tightened since the rate was published. This basic rate data could be wielded effectively in the right hands, but it was too bare and insufficiently contextualized to support sophisticated automation.

Today, customers of trucking rate data want a range of rates for a lane, confidence scores, capacity trends and other attributes to help inform the decision layers driving their automated processes. **Two of FreightWaves SONAR's recent integrations, with Hubtek and Trucker Tools, illustrate how rich trucking rate data can be used to achieve new levels of automation at freight brokerages.**

TRAC Rates Plus Hubtek's TABi Connect

Hubtek's TABi Connect is an automation platform for freight brokerages that empowers brokers to deliver on-demand quotes to their shipper customers. Brokers

can provide benchmark rates — which have to be updated, manually adjusted — or they can turn on TRAC rates from FreightWaves SONAR.

FreightWaves provisions trucking spot rates from TRAC — its own Trusted Rate Assessment Consortium of leading transportation providers — along with another key element, Lane Capacity Scores. The FreightWaves Lane Capacity Scores are based on the tender rejection rates of the lane's origin and destination as well as the balance of inbound and outbound loads into those markets. A higher Lane Capacity Score indicates that capacity is tight and loads are harder to cover, while a lower Lane Capacity Score means that capacity is loose and loads are easier to cover.

Combining the TRAC spot rate with the Lane Capacity Score is powerful, because Hubtek allows TABi Connect users to create rules about what to do with the rate, given different capacity scores. For instance, if a shipper requests a quote on a certain lane and TABi pulls a rate of $2.25 per mile and a very high Lane Capacity Score of 87, it could trigger a "No Go," in which the quote isn't returned without human approval. On the other hand, an extremely low Lane Capacity Score of 6 might trigger an "Extra Charge" that results in the rate being discounted by 10%.

By using the extra information in the Lane Capacity Score to trigger an adjustment, review or alert about the rate returned, TABi Connect gives freight brokers an intelligent instant quoting capability that serves the customer but minimizes margin and service risk.

TRAC Rates Plus Trucker Tools Smart Capacity

Trucker Tools is a freight-matching and load-tracking platform that freight brokers use to connect to the vast network of approximately 315,000 carriers using Trucker Tools. Within Trucker Tools is a tool called Smart Negotiations, in which brokers can automate the offer, counteroffer, and settlement process once a carrier has bid on a load.

Brokers using Trucker Tools can either manually provide their own max rates for the loads they want automated by Smart Negotiations or they can turn on FreightWaves SONAR TRAC Rates. TRAC provides three rates per lane — low, current and high — and updates daily. Trucker Tools users can define the lanes they want to price with TRAC rates and how to negotiate. For instance, a broker might set Chicago to Atlanta to the "High" TRAC rate and set the "Max Rate," the most the broker is willing to pay, to any carrier offer within 10% of the High TRAC rate.

In this integration, it's the speed, richness and integrity of the TRAC data, which conforms to IOSCO's principles for financial benchmarks, that gives Trucker Tools users additional validation and context. Brokers who want to cover more freight automatically can assign Book It Now rates with negotiating rules to more lanes, with the confidence that the rates reflect market reality. The flexibility of the range of rates allows brokers to automate adjustments and take into account market movements.

Hubtek and Trucker Tools are just two examples of how FreightWaves SONAR's fresh, richly contextualized freight data can power business logics and process automation in logistics platforms. The wide range of market- and lane-level trucking data SONAR offers includes tender rejections, inbound/outbound volumes, lane scores, contract and spot rates, and more. Reach out to Amy Hart Phillips, FreightWaves' SVP, Strategic Partnerships & Execution, at ahartphillips@freightwaves.com to get started powering your automated logistics processes with FreightWaves SONAR data.

For more information, please scan the QR code or visit **sonar.freightwaves.com.**