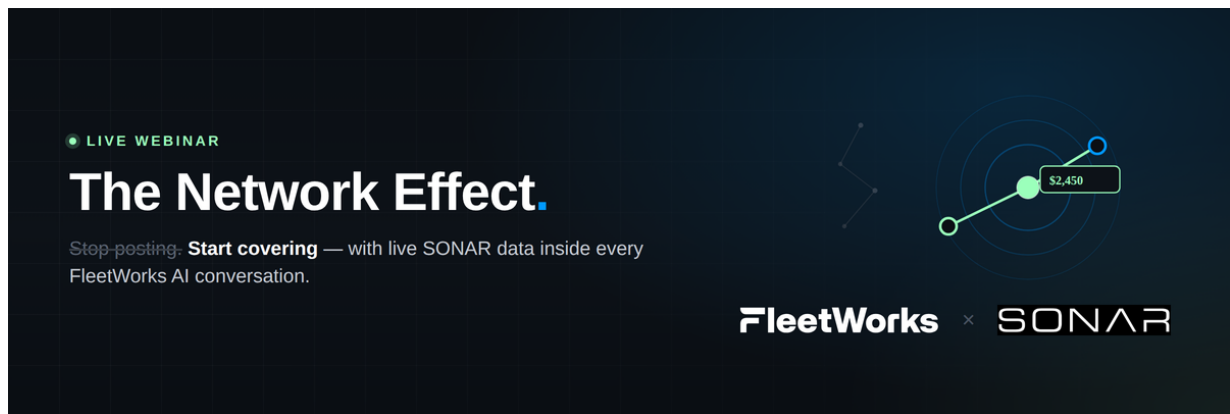




WHITEPAPER • WEBINAR RECAP

The Network Effect: How Live Market Intelligence Is Reshaping Agentic Freight Brokerage

Key insights from the FleetWorks × SONAR live webinar, featuring Julie Van de Kamp (Chief Marketing and Operations Officer, SONAR) and Paul Singer (CEO & Co-founder, FleetWorks).

30,000+

Daily loads handled by FleetWorks AI agents

40+

Brokerages live on the platform

29,000+

Carrier MCs in the network

Executive Summary

Freight moves faster than the systems most brokerages use to book it. Carrier conversations happen in one place — a phone call, an email, a text — while the market data that should inform them lives somewhere else entirely: a SONAR dashboard, a rate tool, a pricing analyst on Teams. By the time that context arrives, the carrier has hung up, or a competitor has already covered the load.

On August 27, 2026, SONAR and FleetWorks hosted a live webinar, "The Network Effect," to introduce a new integration that closes that gap. Julie Van de Kamp of SONAR and Paul Singer of FleetWorks walked through how FleetWorks' AI agent — Sofia — now works with SONAR's live market rates and coverage-difficulty scores built directly into every phone, email, and SMS conversation it has with brokers and carriers.

This whitepaper summarizes the core themes of that conversation: the shift from posting loads to covering them, how Sofia uses SONAR data to negotiate and quote in real time, a live demonstration of the agent in action, and the efficiency gains mutual customers can expect.

The Network Effect in Freight

DISCUSSION: 0:01:00 – 0:02:30

The conversation opened with a reframing of how freight gets covered. Traditional load-board posting is a broadcast model: a broker posts a load, waits for carriers to respond, and manually sorts through offers — a process that is slow, repetitive, and disconnected from real-time market conditions.

Van de Kamp and Singer described a shift already underway across the industry: away from posting and toward automated, always-on "covering," where AI agents proactively work a brokerage's carrier network using live data rather than static rate sheets or last week's history. The speakers summarized the philosophy in a single line that anchored the rest of the session:

Stop posting. Start covering.

— **Webinar theme, FleetWorks x SONAR**

The idea is that as more of the negotiation and coverage workflow moves to automated agents, the value of those agents compounds with the quality and freshness of the data feeding them — a genuine network effect between marketplace automation and market intelligence.

How Sofia Uses SONAR Data

DISCUSSION: 0:03:00 – 0:10:00

Paul Singer walked through the mechanics of the integration. Sofia, FleetWorks' AI agent, now references SONAR's current spot rate and live market conditions — including SONAR's TRAC rates and lane-level coverage scores — as it works every carrier and broker conversation toward a bookable price.

Rather than operating off a brokerage's static min/max spread, Sofia checks live conditions at the moment of the conversation and works within guardrails that brokers configure themselves: rate tolerances, and rules for when a conversation should be escalated to a human. When market conditions fall outside those guardrails, Sofia hands the conversation to a person — with the relevant SONAR context already attached, so nothing has to be re-explained.

With SONAR embedded, mutual broker teams can:

- **Negotiate** every carrier call and email against current lane-level market rates, not last week's history.
- **Prioritize** which loads and lanes need human attention using SONAR lane scores.
- **Quote** faster and more consistently, without reps switching between a rate tool and the conversation.
- **Escalate** out-of-market situations to a person with the relevant SONAR context already attached.
- **Measure** outcomes against market benchmarks across the whole team.

Enabling access to accurate, high-frequency data at the moment a decision gets made in freight negotiation creates more efficient and better outcomes. Putting SONAR there means the market signal and the market action happen in the same place.

— Julie Van de Kamp, Chief Marketing and Operations Officer, SONAR

Live Demonstration: Sofia in Action

DISCUSSION: 0:11:00 – 0:25:00

The middle portion of the webinar was a hands-on walkthrough. Paul Singer demonstrated Sofia handling an inbound carrier text in real time — automatically parsing the request, checking live market conditions through SONAR, and moving the conversation toward a negotiated rate or a covered load without a human touching the exchange.

The demo illustrated the full loop the integration is built to support: a carrier reaches out, Sofia identifies the lane and equipment, pulls current SONAR market context, negotiates within the broker's configured guardrails, and either books the load or escalates it to a person — with the SONAR data already attached to the handoff. What would typically require a rep to switch between a texting platform, a rate tool, and a TMS happened inside a single automated conversation.

For a broker, covering a load has always been a guessing game. For a carrier, it's about maximizing rate and truck utilization. AI agents bring answers to those questions — and with SONAR built in, every conversation has the data to back it up. If there's an unanswered question, people step in exactly when their judgment matters.

— Paul Singer, CEO & Co-founder, FleetWorks

Efficiency Gains and Productivity Impact

DISCUSSION: 0:26:00 – 0:31:42

Closing the session, both speakers returned to the core value proposition: time. By removing the manual work of cross-referencing rate tools during live negotiations, brokerage teams spend less time on repetitive administrative tasks and more time on the conversations that actually require human judgment.

The speakers framed this as a productivity multiplier rather than a simple automation story — reps can carry more conversations at once because each one is pre-informed by live market data, and carrier engagement improves because responses come faster and are grounded in current conditions rather than stale rate sheets.

About the Partnership

FleetWorks, the AI marketplace that matches brokers and carriers at scale, and SONAR, the leading provider of high-frequency freight market data and supply chain intelligence, announced this integration on August 13, 2026. It embeds SONAR's TRAC rates and coverage scores into FleetWorks' AI agents platform-wide, live across phone, email, and SMS.

The integration is live now for any carrier using the FleetWorks platform. For brokers who are both FleetWorks and SONAR customers, activation is automatic.

About FleetWorks

FleetWorks helps brokers cover loads and manage their freight using thousands of orchestrated AI agents. Its users make better business decisions informed by the data the platform shares with their teams, including a network of over 29,000 vetted carriers, to cover loads without posting. FleetWorks tracks every load through GPS and AI agents, alerting teams when something looks off.

About SONAR

SONAR is the leading provider of high-frequency, global supply chain intelligence for the freight and logistics industry. SONAR's price, demand, and capacity data allow customers to benchmark, analyze, monitor, and forecast the global physical economy.



Get Started

SONAR customers interested in this feature can request a [FleetWorks demo](#).

FleetWorks customers interested in this feature or deeper data insights can [request a SONAR demo](#)