

Rediscover SONAR at the F3 Future of Freight Festival

If you haven't checked out SONAR lately, be sure you do! We've rolled out more features and product enhancements this year than in many of the past years combined—and the F3 Future of Freight Festival in Chattanooga this October is the best place to see them in action.

This year has been transformational for SONAR. Our focus has been on ease of use and making freight data more actionable. We've invested heavily in dashboards that don't just show numbers but also layer in context, helping transportation leaders make smarter decisions faster. At F3, you'll see how these innovations come together to create a clearer, more dynamic view of the supply chain.

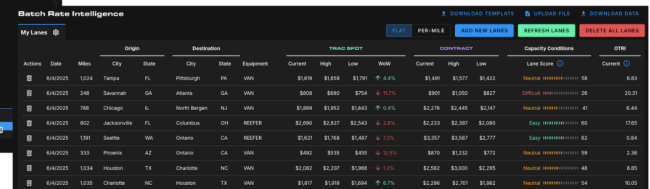
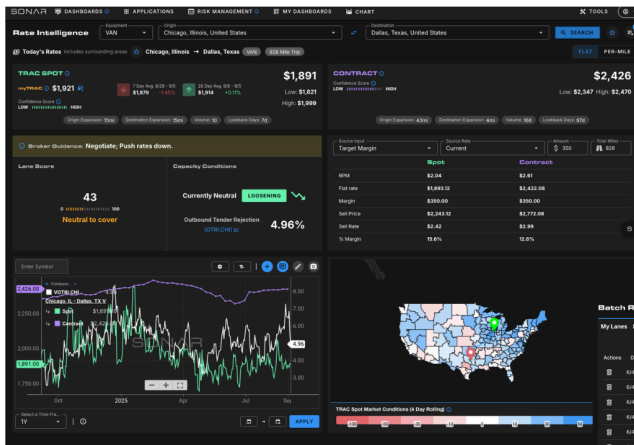
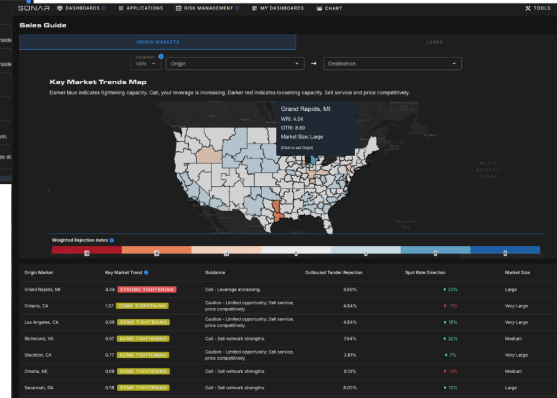
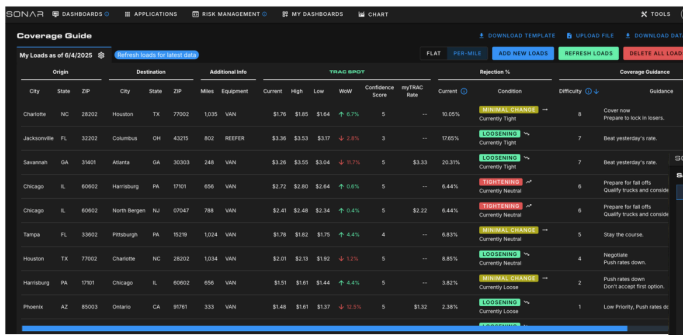
Smarter Dashboards. Actionable Insights.

SONAR's new dashboards give you a snapshot of the data you need most, while adding context and forward-looking analysis. That means less time digging, and more time making decisions—whether it's procurement planning, risk management, or finding profitable lanes.

Highlights of What's New

Broker Toolkit

- Coverage Guide: Pinpoint where to focus resources.
- Sales Guide (formerly Key Market Guidance): Equip sales teams with lane-level insights.
- Rate Intelligence & Batch Rate Intelligence (formerly Market Dashboard and MD+): Improved rate methodology for TRAC Spot and Contract rates, streamlined workflows.



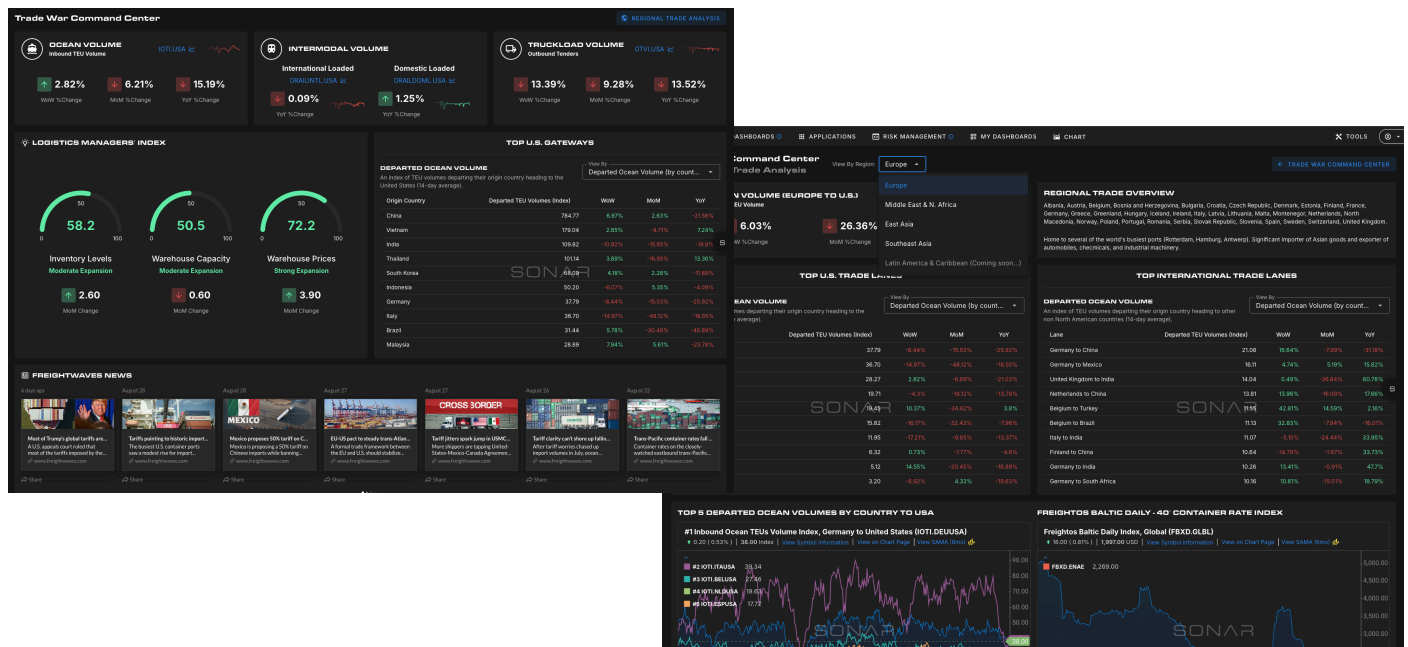
SCI (Supply Chain Intelligence) Enhancements

- Flatbed mode added to SCI.
- Redesigned interface with lane-level insights, benchmarks, scoring, and efficiency vs. risk quadrants.
- Continued improvements rolling out into 2026.



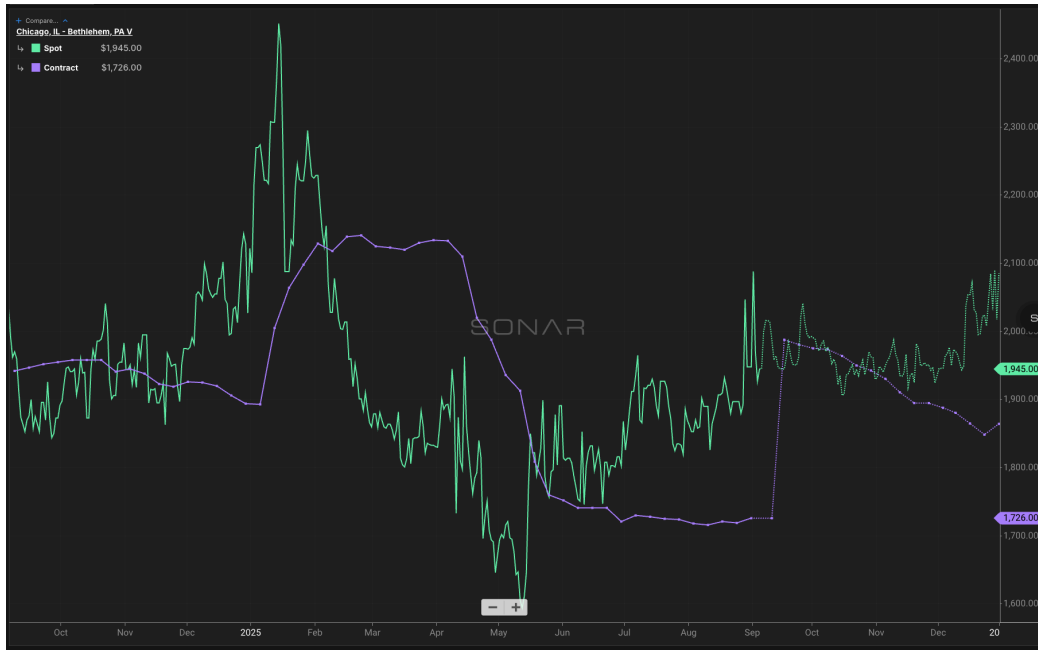
Trade War Command Center

- New data sets: Ocean TEU bookings, U.S. Customs TEU imports, national truckload volumes, intermodal container flows, and the Logistics Manager Index.
- Regional trade analysis coming soon for Europe, MENA, East Asia, Southeast Asia, and Latin America.



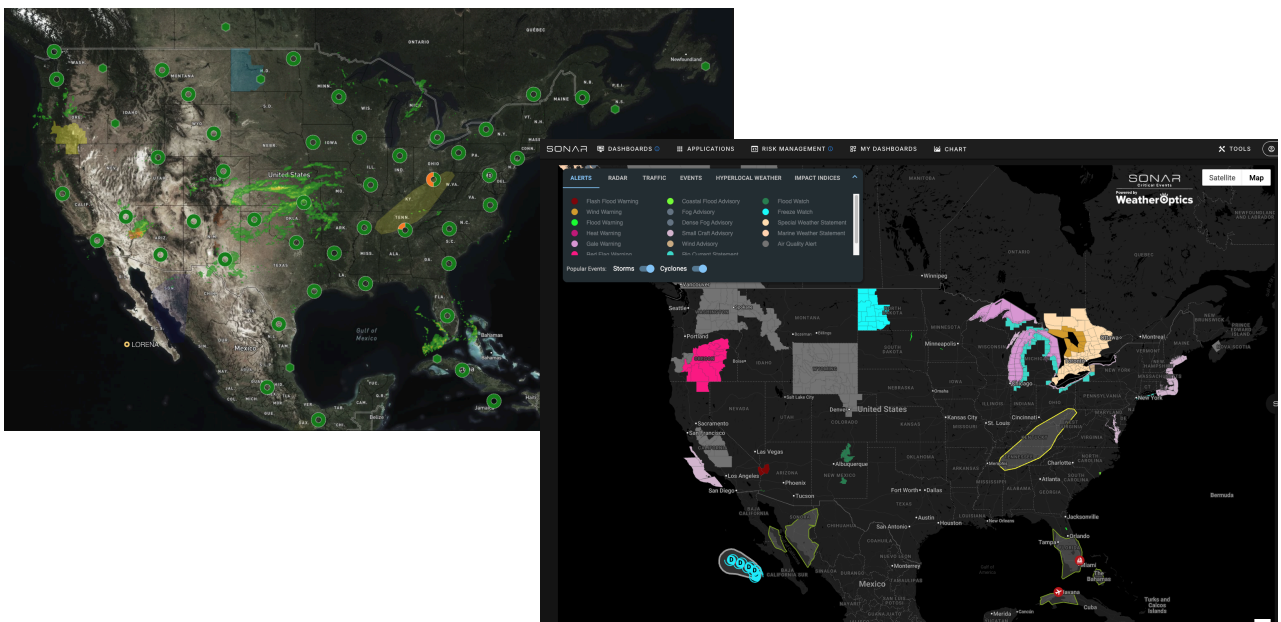
Charting & Forecasting

- Lane Search: Lane-level rates now in charts.
- SAMA (Seasonally Adjusted Moving Average): Forecast six months ahead with two years of market history.



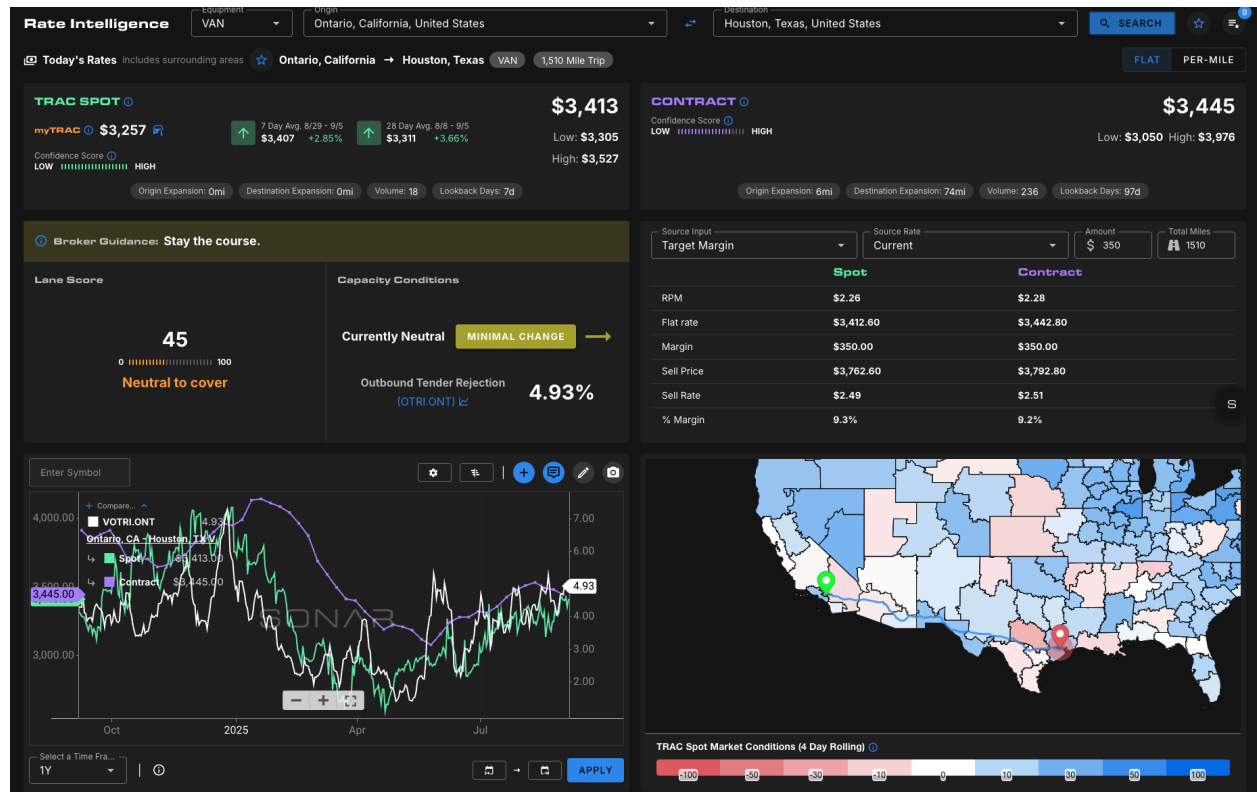
Risk Management

- Critical Events powered by WeatherOptics or Everstream—choose your preferred view.
- Hyper-local weather, dynamic overlays, and targeted asset groups give risk teams actionable intelligence.



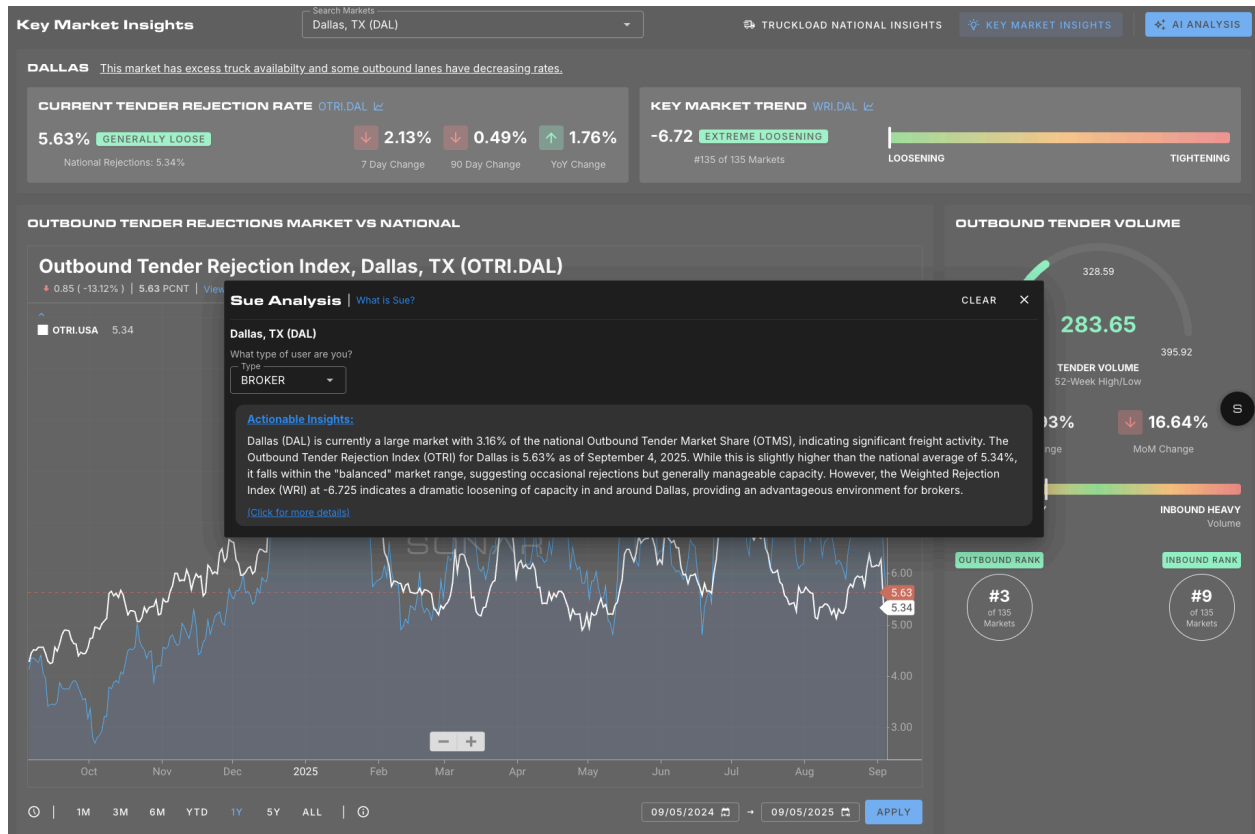
Rate Intelligence (formerly Market Dashboard)

- Enhanced lane insights panel, rejection data integrated into charts, cleaner workflows.



AI Analysis in Key Market Insights

- AI-powered summaries of market shifts, demand drivers, and actionable strategies.



UI & Accessibility

- Simplified navigation with renamed features:
 - *Insights* → *Dashboards*
 - *Market Dashboard* → *Rate Intelligence*
 - *Market Dashboard Plus* → *Batch Rate Intelligence*
 - *Key Market Guidance* → *Sales Guide*
- Built-in walkthrough tool for faster onboarding.
- Expanded access via the [Excel Add-In](#), Ocean API, and the [SONAR Blue to Blue iOS App](#).

Why Attend F3 in Chattanooga?

The F3 Future of Freight Festival (October, Chattanooga, TN) is the freight industry's most forward-looking event, bringing together innovators, investors, and leaders shaping the global supply chain.

This year, SONAR will showcase even more product updates at F3—building on the momentum of our 2025 releases. It's your chance to:

- Be the first to explore the next wave of SONAR features.
- See how data-driven insights can prepare you for the 2026 RFP season.
- Network with peers across the transportation, logistics, and technology ecosystem.

Don't miss it. Join us in Chattanooga this October at F3 to experience how SONAR is redefining freight intelligence.

Learn more about the event here: [F3 Future of Freight Festival 2025](#)