



Smarter freight procurement with real-time market data and intelligent sourcing

In partnership with SONAR

Keelvar's integration with SONAR delivers real-time market data for North American road transport directly into our platform. This partnership empowers our customers to enhance their freight procurement strategies by leveraging SONAR's extensive market rate data alongside our advanced sourcing optimization capabilities.



Benefits:



Enhanced market insights



Data-driven decisions



Weekly updated contract rates



Improved competitiveness



Daily updated spot rates



Automated data integration

Benchmarking meets optimization

Integrating SONAR's data into Keelvar's platform enables you to compare your freight costs to industry standards, identify cost-saving opportunities, and negotiate more effectively with carriers.

Through Keelvar's integration with SONAR, you can expect:

- Real-time market data helps with informed decision-making.
- Automatic ingestion streamlines your sourcing events.
- Daily updated spot rates ensure up-to-date market coverage.
- Weekly updated contract rates support long-term planning.
- Lane scores can be used to provide greater visibility around lane quality and capacity conditions.
- Data-driven insights improve supplier negotiations and feedback.



Advantages to customers:

Compare freight rates: Benchmark current freight rates against industry standards to stay competitive.

Identify cost-saving opportunities by utilizing benchmarks and lane scores to pinpoint areas for reducing transportation costs.

Enhance negotiation strategies by strengthening your negotiations with carriers using accurate, real-time data for better bid feedback and optimized ask prices.

Gain spot market insights with access to updated spot rates for near real-time market coverage and insights.

Leverage contract rate data on paid rates between shippers and carriers for long-term planning.

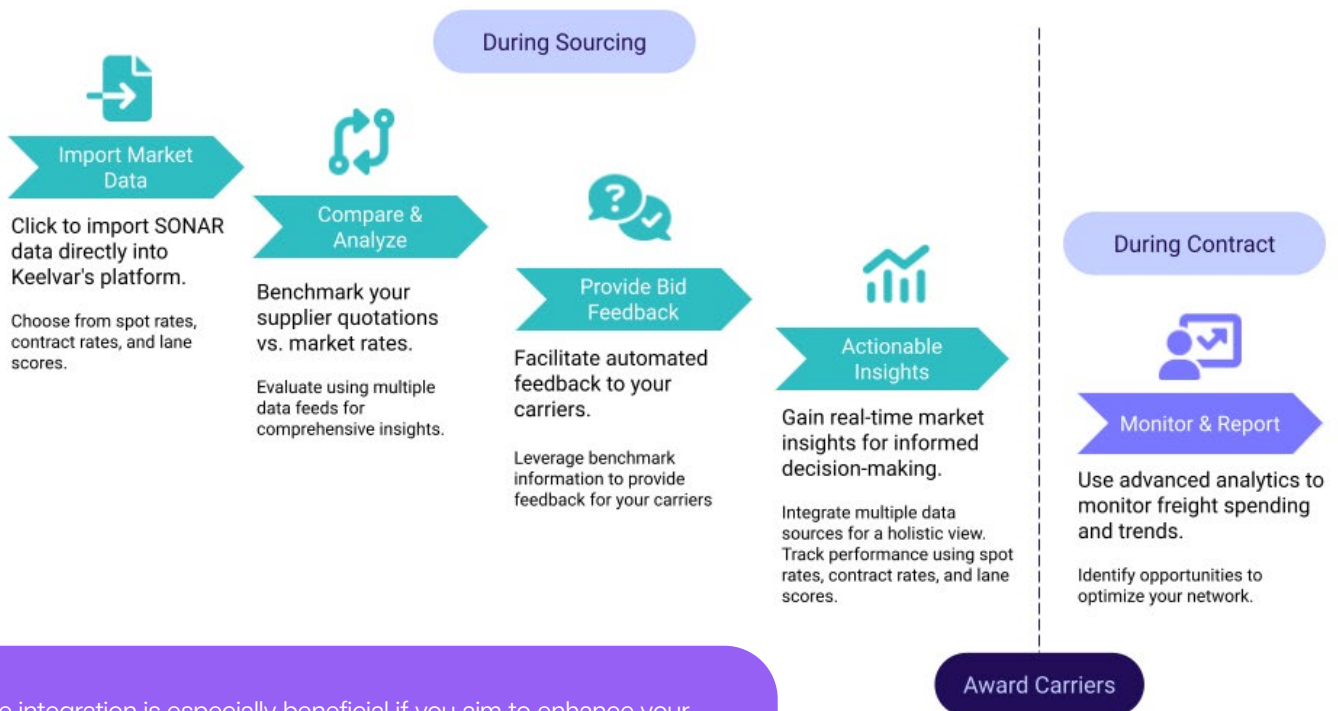
Streamline your sourcing processes by automating data ingestion and integration, reducing manual efforts.

Achieve comprehensive visibility into market trends and rate fluctuations to make more informed sourcing decisions.

Understand lane dynamics with SONAR lane scores to gauge how easy it is to secure a rate.



How will it improve your freight process?



The integration is especially beneficial if you aim to enhance your sourcing strategies, gain comprehensive market visibility, and make data-driven decisions to stay competitive in the freight market.

Who is it for?

Keelvar customers with a SONAR license who:

- Handle both spot quotes and long-term contracts
- Face volatile market conditions
- Aim to optimize freight procurement processes
- Seek better negotiation tools
- Look for cost-saving opportunities

Requirements

- An active SONAR license
- A unique API key from SONAR
- Payment of an annual integration fee
- User authentication via a username and password to generate a token
- Management of request allowances for specific lanes and equipment types
- Compatibility with origin-destination pairs defined with specific market codes or ZIP codes

“ Our partnership with Keelvar makes SONAR data more accessible to the market and in the workflow, furthering our strategy of making mission-critical data available in the systems that customers use most.

— Spencer Piland, COO & CFO, SONAR



About Keelvar

Keelvar is a category-leading, global sourcing optimization and autonomous sourcing vendor, optimizing over \$100bn+ in spend annually.

[Contact Keelvar for more information here.](#)

About SONAR

SONAR is the most trusted provider of global supply chain market intelligence.

[Contact SONAR for more information here.](#)