

Looking to measure capacity?

Use the SONAR Headhaul Index

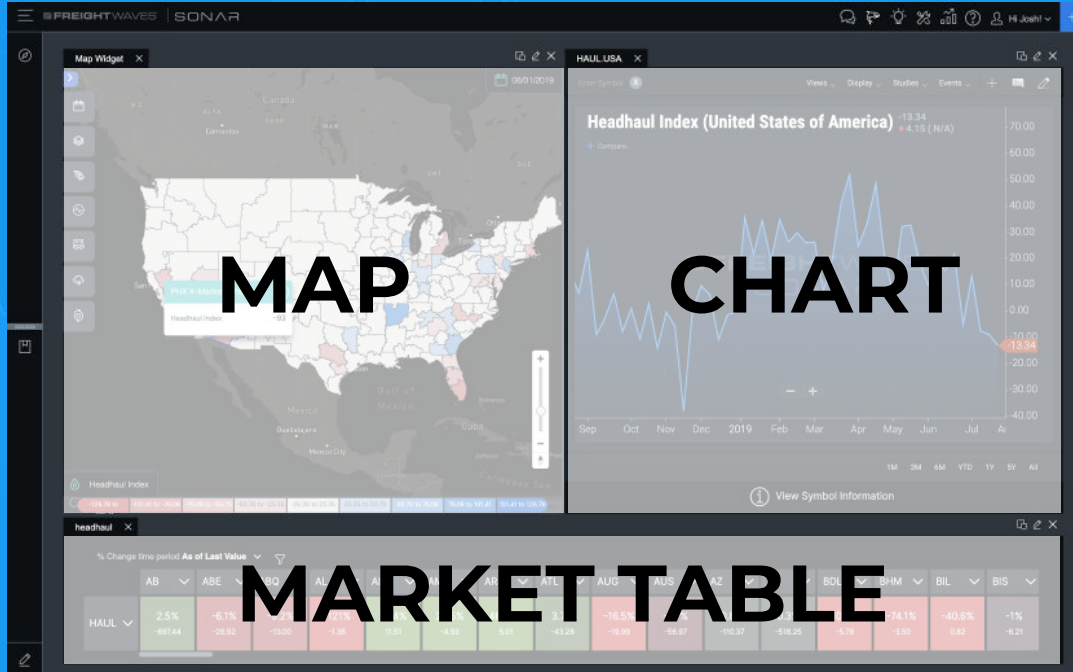
The Headhaul Index

SONAR's Headhaul Index helps measure capacity in a market by calculating the difference between the **Outbound Tender Volume Index (OTVI)** and the **Inbound Tender Volume Index (ITVI)**.

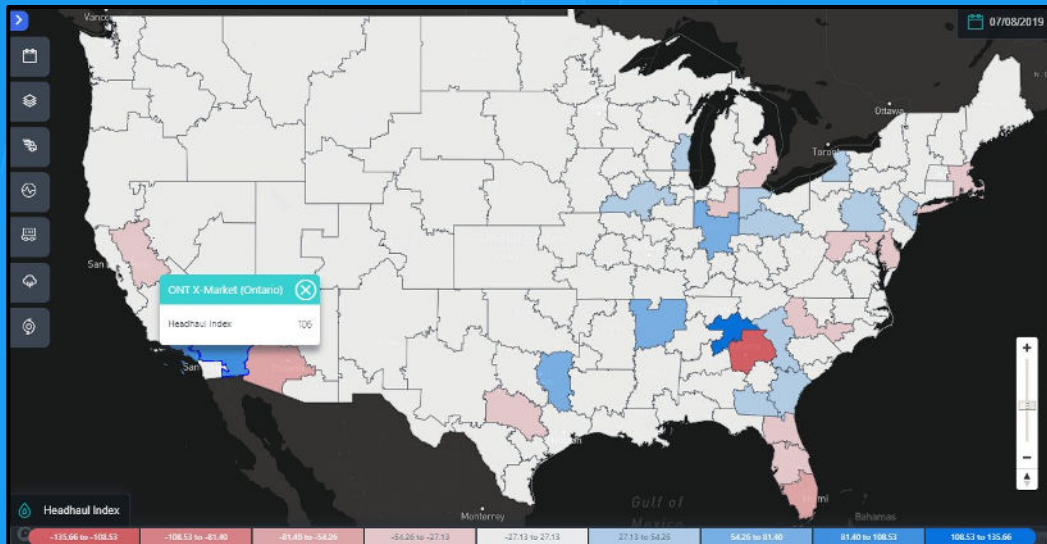
NOTE: THIS METRIC DOES NOT INCLUDE TRUCKS THAT DEADHEAD INTO A MARKET FROM SURROUNDING MARKETS.

SAME DATA, DIFFERENT VIEW

In the following slides, we'll demonstrate three **different ways** to visualize the **same data** within SONAR:



HERE'S WHAT YOU'RE LOOKING AT: MAP VIEW



Positive numbers indicate more loads than trucks—**blue**

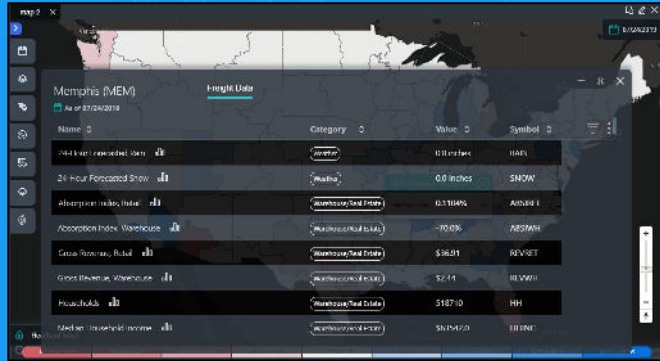
Negative numbers indicate more trucks than loads—**red**

Balanced markets are **white**

HERE'S HOW YOU COULD USE IT

Turn to SONAR first thing in the morning to note what markets are:

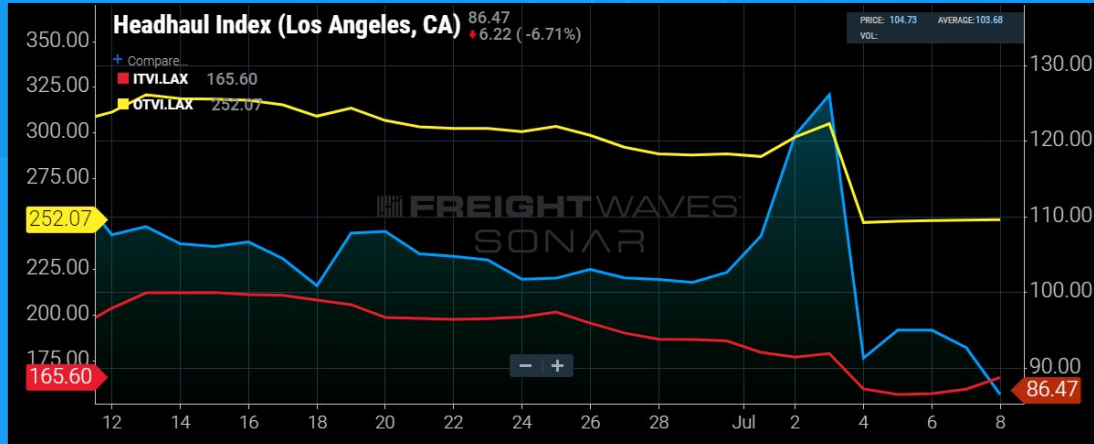
- Tight on capacity (**blue**), indicating the possibility of raising bids in that area
- What markets are loose on capacity (**red**), indicating areas where carrier rates should be suppressed
- **White** areas indicate balanced markets.



Qualitative data can quickly be turned into quantitative data by clicking on or hovering over the market you're interested in.

Use in conjunction with other map types including outbound tender volumes (OTVI), and outbound tender rejections (OTRI) to gain the most market context.

HERE'S WHAT YOU'RE LOOKING AT: CHART VIEW



SONAR Chart of LAX Market: Headhaul Index—blue (HAUL.LAX), compared to Outbound Tender Volumes—yellow (OTVI.LAX), and Inbound Tender Volumes—red (ITVI.LAX)

Helps identify capacity trends, or changes in an individual market

Understand if capacity is increasing, or decreasing in an individual market over time

Compare indices within a market, or to other indices of an outside market.

HERE'S HOW YOU COULD USE IT

Say you are asked to bid a load from **Los Angeles** to **Chicago**. Looking at capacity on a chart can help you identify trends and changes in capacity for both the Shipper (HAUL.LAX) and Consignee (HAUL.CHI) markets, which will be factored into the rate you bid.

In the chart on the previous slide, you can see how capacity started to decrease after July 3, and continued to decrease after the 4th of July holiday. Capacity in LAX was loosening, which can **push rates down** in a market.

Use the headhaul data in conjunction with tender rejection rates, tender volumes and length of haul data to get a good picture of available capacity and rates in a given market.

HERE'S WHAT YOU'RE LOOKING AT: MARKET TABLE WATCHLIST

SONAR Market Table Watchlist: All U.S. markets viewing Headhaul Index (HAUL), Inbound Tender Rejection Index (ITRI), Inbound Tender Volumes (ITVI), Outbound Tender Rejection Rate (OTRI), Outbound Tender Volumes (OTVI), Reefer Tender Rejection Rate (ROTRI), and Dry Van Tender Rejection Rate (VOTRI)

Outbound Tender Volume Index - X-Market

	HAUL	ITRI	ITVI	OTRI	OTVI	ROTRI	VOTRI
ONT	3.6% 106.49	-5.1% 2.30	0.7% 308.63	-1.3% 1.75	1.5% 415.12	-2.4% 10.03	6.7% 1.31
ATL	-1607.6% -135.66	89.1% 15.31	35.1% 483.25	-3.4% 6.05	-0.6% 347.60	15.9% 10.78	-7.7% 5.86
DAL	-9% 65.74	0.7% 4.45	5.9% 197.49	-5.7% 4.36	1.8% 263.23	-9.4% 4.81	-0.3% 4.97
MDT	8.1% 41.07	-5.3% 8.82	0.2% 214.90	-5.9% 5.79	1.4% 255.96	-6.4% 6.60	1.3% 6.06
LAX	-6.7% 86.47	-5.2% 2.29	4.1% 165.60	-0.8% 1.77	0.1% 252.07	-2.4% 10.03	7.2% 1.32
HOU	-111.8% -0.86	12% 3.76	3.4% 238.52	-14% 3.40	-0.2% 237.66	-9.1% 8.33	-8.6% 5.32

Allows users to see all markets, or markets specific to their operations model based on % change.

Green indicates positive % change, and **red** indicates negative % change.

The denser the shade, the more intense the change.

HERE'S HOW YOU COULD USE IT

This is a great tool to identify what the top 10 (or more) markets are with the highest headhaul score and the market conditions for those markets. These market indicators can easily be shared with co-workers or management for an at-a-glance view.

Start by building a Market Table with the Headhaul Index (HAUL) along with multiple other indices. Sort the market table by Headhaul Index, highest to lowest, to see the markets with the highest headhaul score on top along with the other indices you requested so you can see what's going on in each market.

The **top number** indicates the % of movement up or down for that particular index, and the **bottom number** represents the most recent value (rate per mile, % or basis points) for that index.



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