


PREPARING FOR HOCKEY- STICK GROWTH

CASE
STUDY 

WITH ARDENT LOGISTICS

COMPANY PROFILE

Ardent Logistics has only been in operation for a few years, forming as an off-shoot from an asset-based company out of Lehi, Utah. Less than 24 months ago, the company was moving between 500-1,000 loads per month, but today that number has grown to more than 5,000 loads. The company has also grown to more than 85 employees and is pacing to be a \$100 million broker this year. After partnering with SONAR, the team has found unique ways to continue to grow and scale at this rapid pace.

A focal point for the Ardent Logistics team is to offer unique solutions for customers with more complex supply chains (e.g., multi-temp, multi-stop and specialized), as niche freight has been the gateway to helping the team forge strong relationships and offer powerful solutions. As Ardent Logistics has worked to build those relationships with customers, the team has used SONAR SCI to manage RFPs more effectively and TRAC data to optimize margins on spot freight.

MOVING FASTER, BIDDING SMARTER

Companies often send RFPs with hundreds, if not thousands, of lanes and ask for rates on all lanes, but that isn't always best for the broker or the relationship as a whole. Ardent Logistics, knowing their strengths and weaknesses, has leveraged SONAR's Supply Chain Intelligence (SCI) tool to identify the right lanes to bid, the right price for them and how to approach the customer. One thing that has been valuable while managing multiple

RFPs is the ease of access. Being able to upload and manage unique bids, stay organized and move quickly has paid dividends for the company.

"The RFP process is faster, and we really like that SONAR doesn't charge per line or per inquiry like other companies. It's super easy to read, and it looks great," said Zech Hintz, Vice President of Business Intelligence for Ardent Logistics.

POCKETS OF GREATER MARGIN

Not everyone within Ardent Logistics has adopted SONAR data into their day-to-day operations, but the groups who use it to price freight have increased their margin percentages. While having the most up-to-date market data certainly provides an edge, the team's ability to apply the insights from it is also key to their success. As the Ardent team grows, they are becoming more comfortable in analyzing the data and leveraging it to make smarter decisions.

And it's not just rate data that is making an impact on the business. Market-level data has become a valuable tool for the team to use during QBRs to advise on trends and act as a trusted advisor to

customers. Being able to consume and deliver vast amounts of data has become a secret weapon to uncover additional growth for the team.

As Ardent Logistics continues to grow, they will look to find new ways to inject SONAR data into their TMS via APIs, find pockets of inflection in the market, and take advantage of supply and demand swings as they happen. Growing the right way — with the right data — will enable them to continue building strong relationships to meet their evolving customer needs.

To find out how SONAR can help your company win in the current market, visit SONAR.freightwaves.com.

