


FOR DESIRABLE LOGISTICS

**PROFITABLE  
GROWTH IS  
THE NAME  
OF THE GAME**

CASE  
STUDY 

# COMPANY

## PROFILE

Desirable Logistics — a 3PL based in Valdosta, Georgia, that owns a number of assets — has continued to grow beyond its southern Georgia roots. Over the past few years, Desirable Logistics has grown its number of assets from in the low single digits to 20 tractors while also scaling its flatbed division and brokerage. With that growth comes the need for more market intelligence, especially as customers are putting more lanes out to bid.

The team already used various data providers but knew they needed to test all available resources to ensure that they were providing customers with the most accurate information. That's when they turned to FreightWaves SONAR.

Desirable Logistics was drawn to FreightWaves SONAR and its Trusted Rate Assessment Consortium (TRAC) spot rates. The company has leveraged the

TRAC rates within its quoting process and found itself winning business against some of the largest 3PLs, which have years of historical internal data. With the confidence scores provided within Market Dashboard, Desirable Logistics was optimistic that when it was approached for a quote, it would be competitive.

With the initial phases of implementation of FreightWaves SONAR complete, the next stage of growth for Desirable Logistics is underway. The company recently expanded into the El Paso, Texas, market, providing more opportunities for profitable growth with FreightWaves SONAR in its toolbelt.

# THE PROBLEM

Desirable Logistics, which has been reliant on businesses that operate heavily near the company's domicile, was in the midst of growing profitably in a market that was benefiting those that were growing at all costs. The focus on profitable growth allowed the company to continue expanding without having to seek additional capital from banks, but it also created challenges in an ultracompetitive 3PL landscape.

Desirable Logistics was after a solution that fit its needs: the ability to continue to grow profitably but also compete with 3PLs that had extensive access to capital and whose main objective was to capture

market share. For a company of Desirable Logistics' size to compete with companies that had years of historical data, **it needed a way to level the playing field.**

Desirable Logistics had customers who were approaching the company to go through more official bidding processes when it had been relying on other data providers to quote various lanes. While this process worked, the company quickly recognized that adding more information to its repertoire would be beneficial in the long run in order to quote accurately.

# THE OUTCOME

Desirable Logistics has continued its profitable growth despite market conditions over the past couple of years. The company has been able to grow its fleet from five tractors to 20 tractors by the beginning of 2024. It has also expanded its footprint from southern Georgia to the rapidly expanding El Paso market.

The addition of FreightWaves SONAR allowed the company to grow its book of business, expanding outside of the produce exposure that it relied on heavily. This has made the company more resilient, enabled it to rely less on produce-growing cycles, and helped create a more stable book of business.

# WHY SONAR?

For the team at Desirable Logistics, the need for high-frequency data was pivotal for the continued growth. While using data provided by various other vendors, the team at Desirable Logistics saw the need for more intelligence to continue to win more business against the largest 3PLs in the country.

With customers continuing to push for quotes across lanes that were outside of the regular lanes

that Desirable Logistics was handling, the company gravitated toward FreightWaves SONAR and TRAC. With the use of FreightWaves SONAR and TRAC, combined with confidence scores within Market Dashboard, Desirable Logistics unlocked the ability to deliver the levels of service expected by its customers while also continuing to grow in a challenging freight market environment.

# THE PATH FORWARD

Desirable Logistics will continue its profitable growth while limiting the risks associated with cyclical markets. With an expansion into the El Paso market at the end of 2023 to serve current customers, the company is bullish on the future needs of its customers, both current and future.

As Mexico has become a powerhouse in trade for the U.S., Desirable Logistics plans to leverage FreightWaves SONAR to continue to grow in this region, in addition to building on its legacy operation in southern Georgia.

While the team leverages FreightWaves TRAC spot rates regularly, leadership within the company plans to lean into additional data sources like tender data for continued market intelligence in order to unlock more opportunities for the business.

To find out how FreightWaves SONAR can help your company, check out [SONAR.freightwaves.com](https://SONAR.freightwaves.com).