



# How Edge Logistics uses FreightWaves SONAR as the Backbone for Growth

# Introduction

Edge Logistics officially launched in 2014 by founders William Kerr, Jordan Lanyi and Maria Callegari. Since then, this family-owned business has grown to nearly 50 employees with offices across the United States.

The Edge Logistics mission statement promises to deliver superior transportation management solutions to its customers through efficiency, technology and innovation. The company understands the value and importance of leveraging these strengths in a competitive transportation market and promotes a strong working culture of driving results. Edge and its employees are dedicated to working smarter in order to help clients reach their transportation goals with ease and confidence.

The growth and success at Edge Logistics has been fueled by the development of innovative, proprietary technology platforms and by an experienced staff and network of quality carriers. INC 5000 named Edge Logistics as one of the fastest-growing companies in 2018, 2019 and 2020. The company was named to the 2020 Crain's Business Chicago Fast 50 (#7), and Edge is a top 100 finalist for the Freightwaves Freight tech 100 for the first time.

## Technology-focused

Edge Logistics is constantly evolving, pushing the limits of innovation so that it can provide tailored solutions for each of its partners. The company provides capacity throughout North America for truckload, less than a truckload, intermodal/rail, and temperature-controlled loads. However, dedicated truckload freight comprises about 80% of Edge's business. The company utilizes a diverse and highly experienced network of carriers across the country to ensure the highest possible satisfaction.

As a full-service logistics and brokerage firm, Edge Logistics staff members value relationships. The company puts its partners and customers above all else. It offers a full suite of resources to manage,

track and plan customers' logistical needs, including a state-of-the-art portal where partners can monitor every stage of the delivery. Edge Logistics' use of data, analytics and predictive technology guarantees that it provides the best service and the best rates.

Edge Logistics is technology-centric and seeks to change the way carriers book freight with brokers. The company has its own digital freight matching technology called Capacity with an app and web portal.

As mentioned above, Will Kerr is one of the founders of Edge Logistics. He serves as the company's President and CEO. "Edge Logistics is all about data, so we use everything we can find. My career has been very IT-centric. That's how I learned to be a broker, and that was how we got started back in 2010/2011. And using technology is the way that we built the company. In addition to our own proprietary technology, we use anything and everything in the market that will help us do our jobs better. We're trying to give carriers more access and more visibility than traditional brokerages."

Because the company is technology focused, it uses a variety of services to augment its in-house tech stack. Edge Logistics uses DAT, Truckstop.com, RateView, the Cass Freight Index and FreightWaves SONAR. Kerr pointed out that Edge built and implemented internal rating models based on Edge Logistics' customer experiences. The company uses them with customers externally through its Spot the Robot API, and with carriers through Capacity.

# SONAR Benefits at Edge Logistics

Kerr noted that most brokerages are similar in many ways. “We all have similar rates and use the same carriers, but Edge wins bids and business by knowing the REAL market rates and how to apply them for customers.

“In terms of bids and high volumes, much of what we do is driven by SONAR.” He continued, “Edge uses SONAR on a daily basis to gain operational insight into what is going on now.”

We compete against many competent firms; so we use SONAR as a way to give us a competitive advantage and help us make smart decisions and provide sound analysis to our customers. SONAR helps Edge make informed bids and to explain those bids if we are asked to do so.”

Kerr has been following FreightWaves since it started. “I met Craig Fuller (FreightWaves founder and CEO) at a McLeod Software conference in 2017. I began reading the FreightWaves blog, which became FreightWaves.com. When FreightWaves introduced SONAR, we subscribed immediately – Day 1. We have really enjoyed the partnership and have enjoyed sharing the journey with SONAR as we have both grown. We’ve been using the platform for years now. We subscribed originally because we liked FreightWaves.

“The SONAR platform has proven itself day in and day out.

When asked for some key reasons why Edge Logistics uses SONAR, Kerr’s answer was a bit different from other SONAR subscribers.

“SONAR teaches young brokers how to think more strategically.”

A smart, hungry broker can build his/her knowledge of this business tremendously by using SONAR. The way that SONAR provides data and analytics can really speed the learning curve in rep development.”

Kerr continued, “It takes a while before a broker can look at a freight board and see the patterns. It usually takes 18 to 24 months of booking freight every single day before most brokers can even begin to see predictive patterns. Using SONAR, newer brokers are able to ‘learn and do’ much faster. We’re able to speed up their job responsibilities and SONAR allows us to drive home high-level freight marketing concepts. All of that increases our ROI.”

Kerr also spoke about how SONAR has made a difference at the middle-management level as well. “It is very difficult to grow excellence in middle management; to get growth and push past plateaus, you have to build out really smart organizational enablers and dynamic leaders. SONAR is helping Edge Logistics in this area as well. By identifying key players and elevating them, ultimately they will make more in salary and bonuses and Edge will generate more net revenue per employee. SONAR gives us the ammo to build those key players.” He added,

“SONAR has helped us to identify employees who are ‘into the business’ and WANT to get better.

We can foster that desire and build them up to add more long-term value to their careers and our company.”

In summary, Kerr said that

“All levels of employees absolutely have greater freight market knowledge because they have access to both SONAR and FreightWaves.com content.”

Another reason that Kerr likes SONAR is that “it creates a standardized framework in which we can discuss freight markets.

“SONAR gives visuals that help our brokers better understand the market and builds on the “tribal knowledge” concepts we’ve been teaching for years. SONAR is a powerful validating tool that allows us to drive home these high-level concepts.”

Kerr is impressed by SONAR’s ability to focus nationally and regionally, as well as on a granular market or lane basis.

There were several other elements of SONAR that Kerr mentioned. “I love how they break out hot and cool markets in SONAR. I can easily compare different key metrics to each other. I’m really into the new user interfaces, and Lane Signal and the preconfigured dashboards that allow us to alter one or two variables to see what is changed is much better. The ‘boxed and ready-to-go’ dashboards that are designed for truckload brokers are a favorite at Edge Logistics. The more FreightWaves invests in those nice dashboards the better!”

## Improved Results with SONAR

“The industry is going through huge changes now because of the effects of COVID-19. We’re lucky to be perceived as a young cool company with a story to tell,” Kerr said.

“As difficult and expensive it is to move certain loads in today’s environment, we can validate what’s happening to our customers with the data we are seeing. Among other tech investments, SONAR is a great backstop to our growth.” He added that

“SONAR helps employee morale – they have the real vision of the freight market they can rely on.”

Knowledge is power and if you want to empower employees to be smarter, you have to give them something to consume. At Edge Logistics, that something is SONAR!

“Edge Logistics is aligned with FreightWaves in general and SONAR in particular.

It’s been very good for us so far. So, keep up the good work guys!”

Get a demo and learn more at [sonar.freightwaves.com](https://sonar.freightwaves.com)