

**Inc. 5000**  
COMPANY  
SPOTLIGHTN°1958  
2023 Ranking287%  
3-Year Growth**ATAFreight**

# An Early Innovator in Bringing Resilience to Supply Chain

ATA, a leading global logistics solutions provider, invests in innovative technology and around-the-clock service that has proved to be crucial to businesses.

**F**our years ago—before the pandemic, the Russian invasion, and trade bottlenecks in the Panama and Suez Canals—“supply chain” was rarely dinner-table conversation. But now, households everywhere understand the impact supply chain disruptions have on daily life.

For companies, increased volatility has given rise to innovative purchasing and procurement approaches, including “nearshoring” products so they are closer to the end customer and using data to improve supply chain management. These strategies build resiliency, another term we have been hearing often since 2020.

ATA (formerly known as ATA Freight Line), a boutique provider of full-suite logistics services, was an early adopter of what is now best practice, having invested in a digital-first approach to logistics and freight forwarding for more than a decade. Forward-thinking contributed to six consecutive years of 25 percent year-over-year revenue growth for the company and its first Inc. 5000 medallion.

## TECHNOLOGY AND TALENT THAT SUPPORTS LOGISTICS

ATA's proprietary supplier management platform provides real-time visibility and communication across the supply chain. The software uses artificial intelligence to track potential disruptions that could impact a shipment—and automatically suggest responses. For example, if a vessel carrying cargo is behind schedule on day five of a 30-day journey, ATA technology might recommend a client procure a component from an alternative supplier to keep its production schedule on track. “We provide actionable intelligence to thousands of customers across the globe, and 90-plus percent report that they have achieved lower costs by working with us,” says ATA CEO Matt Goker.

ATA combines its technology with human expertise, assigning clients a designated support person. “We call this the control tower. In some cases, these specialists are available 24/7,” he explains. This approach enables ATA to oversee complicated logistics operations for enterprise companies in agriculture, construction machinery, automotive, oil and gas, nuclear power, consumer goods, as well as other industries. Goker says ATA's sophisticated services and



Matt Goker, CEO, ATA

abundant achievements would not be possible without its talented employees.

## PLANNING FOR THE FUTURE AND THE UNEXPECTED

ATA employees appreciate the company's robust corporate social responsibility program, Goker says. Initiatives include planting a tree for every shipment (it has planted more than 250,000 as of September 2023), providing medical aid shipments to disaster areas, and using machine learning to design fuel efficient routes and minimize its carbon footprint. “Less carbon almost always translates into faster and more economic ways of transportation. That's the beauty in what we do,” Goker says.

Next year, ATA plans to increase charitable giving, open new locations, and increase headcount by nine to 12 percent. If and when uncertainties arise, ATA will reframe challenges as a chance to advance its mission of enhancing lives. “For ATA, challenges almost always give rise to a new product, efficiency, or technology solution,” Goker explains.

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