



## **SwiftKnowledge Lands Business Intelligence Deal with AFS Logistics**

Eden Prairie MN, December 5, 2007 – SwiftKnowledge, Inc., swept over the competition and was chosen to be the Business Intelligence (BI) software vendor, for Louisiana-based AFS Logistics. AFS Logistics is a leading full service provider for third party logistics "3PL".

Considered to be logistics industry leaders, AFS specializes in the assessment, planning and implementation of logistics processes. They were attracted to SwiftKnowledge's ingenuity and comprehensiveness after thoroughly researching various competitor BI systems. SwiftKnowledge was chosen after a side by side comparison with other popular BI brands including Oracle, MicroStrategy and Cognos (their former solution). "Our search for the best solution was predicated on effectiveness and usability," said Patrick Dalton, AFS Web Systems Director. "We researched the feasibility of retooling and upgrading the Cognos system we had in place but decided we needed a better overall solution."

The selection process for AFS's business was intense. As Dalton described, the competing companies were screened on their core systems, procedures, compliance, new browser compatibility, ongoing maintenance, training costs, and management. Those who moved onto the next stage were judged on both ease of implementation and total cost of ownership.

"Allie Gentry and their team were extremely helpful. They bent over backwards to ensure compliance to our exacting standards. Their willingness to work with us each step of the way was refreshing," stated Dalton. "Their software was up-to-date, implementation and data integration were painless and exceeded our expectations. There were very few minor glitches along the way, which were our own. They were swiftly and easily rectified."

"This is a welcomed endorsement for us," said Daniel Moloney, SwiftKnowledge Co-Founder and President. "It demonstrates that SwiftKnowledge has all the required features and capabilities to compete with the best and biggest BI solutions in the industry. In the end what makes us a more attractive choice is the power and simplicity we can deliver to a large and diverse target audience with a solution that

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can be easily and efficiently managed. Our commitment to quality service and to our partners is unwavering."

SwiftKnowledge was credited by Dalton for building a "high level" plan to fit their needs. "The flexibility of their licensing model options was more in line with what we needed. It was the most cost effective solution. We are a company that services the needs of other companies and we need to choose technology partners carefully. In that respect SwiftKnowledge was a huge benefit by generating revenue for us."

### **About SwiftKnowledge, Inc.**

SwiftKnowledge Inc., is a Minneapolis based business intelligence software and services company. They have revolutionized the business intelligence market with patented technology and an integrated, powerful, web based analytic solution designed specifically for non-technical end-users. This simple to use, yet sophisticated application allows immediate, secure and customized access to multiple data sources for analysis, reporting and performance management. The core application is on version 8.0 release with over 200 installations and an estimated 10,000 users on a global basis.

In 2006, [SwiftKnowledge, Inc.](http://www.SwiftKnowledge.com) was recognized as one of the fastest growing company's in the Midwest by the Minnesota Business Journal. For more information, call Shelly Basalla at 952-516-7448 or visit [www.SwiftKnowledge.com](http://www.SwiftKnowledge.com)

### **About AFS Logistics**

Headquartered in Shreveport, Louisiana, AFS is a group of approximately 125 individuals with transportation and accounting backgrounds. They are a non-asset-based company known as specialists in the management of logistics re-engineering projects. Their goal is to analyze current business practices and help identify and implement additional cost control measures with regard to transportation.

AFS's core expertise focuses on transportation issues and solutions for their clients, by using skilled auditors and logistics planners who are dedicated to the creation and refinement of individualized, cost-efficient logistics programs.