



## **Anchor Bank Gives Swift Knowledge, Inc. an Enthusiastic Endorsement**

Eden Prairie MN, October 17, 2007 – High praises for Swift Knowledge, Inc. given by Anchor Bank's Director of Information Services, David Marks. This comes on the heels of the launch of their eagerly anticipated SwiftKnowledge V 8.0, Banking Intelligence software.

In an interview with David Marks on October 11, 2007, Swift Knowledge's keen attention to details as well as their comprehensive and innovative technology was sighted as key factors in Anchor Banks decision to partner with Swift Knowledge, Inc.

"Swift Knowledge handled the complete installation and configuration of our banking intelligence suite," said Marks. "Their depth of knowledge in Business Intelligence and their involvement in vertical industries also complimented us and made them a value added service." Marks also complimented the professionalism, "super-intelligence" and dedication of the Swift Knowledge team. "They're a dedicated team who were willing to work as long as it takes to get the job done right. They were very focused on listening to us and getting a full understanding of what our needs were then made sure that their solution fulfilled those needs. That is what placed them above other Banking Intelligence Big Boys"

"For the past two years Anchor Bank has been heavily involved in performance measurement, we are always looking for areas of improvement and measuring what we're doing right. Historically we've spent a substantial amount of time across the organization trying to produce reports out of various operational systems. When you have multiple users running multiple reports based on different assumptions, then the results can be varied or invalid based on how the analysis was done and what assumptions were made. We spent way too much time trying to build the data than actually using the data. SwiftKnowledge V8.0 solves those issues."

Unlike it's competitors, Swift Knowledge V8.0 is a solution focused customized system that provides an in-depth diagnostic analysis and reporting tool, designed simply for bank personnel. The software takes advantage of the latest in both modern banking

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and internet technology. This robust system provides end users and management staff with effective tools to get their job done right, the first time, every time. The patented security and performance technology solution boasts multiple layers of architecture (e.g. data layer, presentation layer) to allow banks to add or change data sources without rebuilding the entire solution.

Swift Knowledge Inc. effectively introduced its comprehensive, layered and cutting edge approach to Banking Intelligence. This once again demonstrated the qualitative thinking that made Swift Knowledge, Inc. pioneers in the industry.

#### **About Anchor Bancorp, Inc.**

Anchor Bancorp, Inc. is a privately owned \$ 1.2 billion Minneapolis-based, multi-bank holding company with 17 locations in the Twin Cities. Each bank within the group – Anchor Bank, N.A.; Anchor Bank Saint Paul, N.A.; Anchor Bank Heritage, N.A.; and Anchor Bank Farmington, N.A. – is independently chartered and operated in order to better meet the unique needs of the communities they serve.