

APPX Client Solutions

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Swisher International, Inc.

"Smokin' with APPX!"



Swisher International

Platform: IBM RS/6000
APPX Users: approx. 150
Employees: 1500
Industry: Tobacco

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"When I compare APPX to other products, it lets me know how spoiled we are."

"We really don't have a backlog – we're able to keep up with what people want."

APPX Software, Inc.
11363 San Jose Blvd. Ste 301
Jacksonville, FL 32223 USA
Phone 1-800-TRY-APPX
1-904-880-5560
Fax 1-904-880-6635
Web www.tryappx.com

About Swisher International

Swisher International, Inc., is one of the largest manufacturers of cigars and smokeless tobacco in the world. In continuous operation for over 140 years, Swisher has distinguished itself by offering smokers around the globe a full range of quality cigars and smokeless items in all price categories. Swisher International is the manufacturer of such venerable, popular-priced cigar brands as King Edward, Swisher Sweets, and Optimo; handmade and imported cigars such as Siglo 21 and Macbeth; and smokeless tobacco that includes Silver Creek, Redwood and Kayak moist snuff and loose leaf chewing tobacco brands such as Lancaster, Mail Pouch and Chattanooga Chew.

Using APPX

Swisher International relies on APPX Software for its critical, day-to-day operations, keeping the company among its industry leaders.

"What the APPX system does for our business is pretty much everything," says Brian Horton, Swisher's Vice President of Information Technology. "We use APPX for all our corporate functions – general ledger, accounts

payable, payroll, customer service, etc. Only our web design work is non-APPX."

Financial applications based on APPX templates combine with custom-developed modules to provide Swisher with the kind of information and process control they need.

"Some of the applications were customized from the templates, but we've also developed many from scratch," Horton explained. "We use a Factory Time and Attendance app that we developed ourselves, an Inventory app to track movement of tobacco around the plant, and many others."

Meeting the Needs

The power of APPX allows Horton and his staff to respond quickly to requests from others in the company.

"Recently, we had a request from a department that needed a way to inventory items kept in the freezer. Within a couple of weeks, we were able to deliver it, start printing barcode labels for them, and give them handheld scanners running new APPX screens. They were amazed that we could put it together so quickly – in just two weeks!"

With its “Design and Run Technology”™, APPX reduces development cycles and allows Horton to provide what Swisher needs.

He wonders, “How could we do anything this quickly using anything else? When I compare APPX to other products, when I talk to other people in the industry, it lets me know how spoiled we are. I hear other people complain of a tremendous volume of work, that it takes so long to develop or do simple maintenance. We really don’t have a backlog – we’re able to keep up with what people want.”

Impacting the Business

When a company like Swisher International relies so heavily on a product like APPX, it indicates that the benefits are being felt throughout the organization. And, in fact, the power of APPX does indeed contribute to the success of Swisher International.

Horton summarized it by saying, “We remain competitive because we can change really quickly.” And in the highly competitive tobacco industry, where falling behind can mean going up in smoke, business for Swisher International remains sweet.



Contact Information

You may contact Brian Horton, Vice President for Information Technology, at 1-904-353-4311, ext. 4454, or bhorton@swisher.com. Swisher International's mailing address is PO Box 2230, Jacksonville, FL 32203. Visit Swisher International's website at www.swisher.com.