



2261 Market Street  
#4151  
San Francisco, CA, 94114

info@goswift.ly  
www.goswift.ly

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## SWIFTLY PLATFORM SOLE SOURCE JUSTIFICATION

Swiftly is the only fully integrated big data platform for fixed route public transportation. The platform weaves data analytics, intuitive visualizations, and real-time predictive technologies into applications that drive mission critical functionality for smart transportation. This helps generate strong results - the platform improves the accuracy of passenger information by up to 50%, helps agencies analyze data up to 90% faster, and increases on-time performance by up to 25%.

Swiftly is unique in that the product can combine multiple vehicle position feeds, in real-time. This produces data at a level of granularity not previously accessible, and maximizes existing investments in infrastructure. Additionally, the platform generates and stores important data attributes for every GPS position update, not just when a vehicle is at a stop or a timepoint. This allows agencies to access the most detailed information possible, enabling intersection-level and stop-level analysis.

Swiftly is also unique in that it has a secure, well documented Application Programming Interface (API), meaning that real-time and historical information can be shared with other applications at the agency's discretion. This reduces vendor lock-in and allows the agency to share data with other systems.

As a Swiftly client, the agency will also have unique access to the Swiftly community. Swiftly prides itself on being a tool built for transit agencies, with the input of transit agencies. Swiftly customers have access to pilots of new products and your feedback will directly impact the future growth and development of Swiftly.

The Swiftly system boasts a 99.9% uptime, meaning that agency stakeholders and passengers will not experience system outages. Furthermore, any software update that Swiftly makes to any of the purchased modules is automatically and seamlessly rolled out to the dashboard. The agency will always have the most up to date and current software that Swiftly provides, there is no need to purchase upgrades to the modules during the duration of the contract.

Swiftly is the sole manufacturer of the Swiftly platform. Furthermore, Swiftly, Inc. warrants that it is the only source for setup and customization, onboarding, and customer support services for the Swiftly Platform.

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Jonathan Simkin  
CEO, Swiftly Inc.  
[jonny@goswift.ly](mailto:jonny@goswift.ly) | (858) 414-5241



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## SWIFTLY: SOFTWARE FEATURES AND FUNCTIONALITY

### EXECUTIVE SUMMARY

Swiftly is the only web-based big data platform dedicated to optimizing public transit operations and information. Through a variety of unique modules and tools, Swiftly provides the most accurate rider- and staff-facing real time information and analytics tools that help agencies become more efficient and boost ridership. Swiftly delivers powerful capabilities for modern transit teams to help transform the rider experience, modernize transit operations, and dramatically improve on-time performance. The platform is 100% cloud-based, enabling agency staff to access it from any location. It is also hardware-agnostic which gives agencies flexibility around which hardware to use without having to commit to a single vendor.

### UNIQUE FEATURES & FUNCTIONALITY

1. **Automatic Assignment Technology:** Swiftly is the only technology platform that can function independently of operators logging into the system through automatic assignment technology. Swiftly can automatically assign vehicles to the correct routes and trips, in real-time, based only on spatial and temporal movement data.
2. **Combining Multiple AVL Feeds:** Swiftly is the only platform that can combine multiple vehicle position feeds in real time even if they do not have any assignment information. This improves the resolution of vehicle tracking, the accuracy of real time predicted ETAs, and increases overall system reliability. In the event one of these data feeds goes down, Swiftly's system will ensure that passengers and staff continue to get real time information by leveraging the additional AVL feeds.
3. **Hardware Agnostic:** Unlike other tools, the Swiftly platform does not require any Swiftly hardware to be installed and can integrate directly with a range of commercial off-the-shelf tablets and/or routers.
4. **Automatic GTFS Updates:** Swiftly automatically checks for new GTFS updates as frequently as every hour, processes the data, and loads it into the system. Swiftly detects changes to base data in the GTFS and updates it without any notification or work on behalf of the agency.



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5. **Automated Data Feed Monitoring:** Swiftly continuously monitors and provides visibility into external data feeds that support the platform. This monitoring means that data issues, like GTFS expiring or AVL feeds going offline can be discovered nearly instantly in an effort to rapidly resolve the problem with the partner agency.
  6. **Automated Data Health Monitoring:** In addition to monitoring data feeds, Swiftly also continuously monitors and tracks data health pertaining to operational information such as vehicle assignment rate, assignment source, and the number of vehicles with inaccurate real-time information due to missing or incorrect assignment. The Swiftly platform can surface this information to the agency, ensuring that all data presented internally and externally is as accurate as possible.
  7. **Granular Data Storage:** Swiftly generates and stores important data attributes, such as on-time performance, actual headways, speed, and scheduled headways for every GPS position update, not just when a vehicle is at a stop or a timepoint. This allows agencies to access the most granular information possible. This information is made available with response times typically below 3s.
  8. **Self Learning Algorithms:** Swiftly is the only platform that leverages large volumes of historical data paired with real-time observations and sophisticated self learning algorithms to accurately predict future travel times. These travel times drive more accurate passenger-facing ETAs, which are updated with every new GPS position from any onboard vehicle hardware.
  9. **Big Data Analysis Without Intermediary Processing:** Swiftly is the only platform that allows agencies to analyze and visualize millions of data points in seconds without intermediary data processing. Additionally, Swiftly showcases these data and insights in dynamic, visually appealing, and easy to understand visualizations (including charts, graphics, and maps where applicable).
  10. **Deep Linking:** Swiftly is the only platform that supports deep linking, meaning that agency staff can jump between analyzing on-time performance, runtimes, vehicle speeds, operator performance, and also real-time system status while maintaining user settings, such as the route being investigated.
  11. **Read & Write APIs:** Swiftly provides a full suite of read and write APIs, which enable agencies to access data collected and calculated by Swiftly, and also the ability to write



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information into Swiftly. The APIs cover both both real-time and historical information, as well as the ability to write service changes into the platform.

### **Software as a Service (SaaS)**

Swiftly is a cloud-based SaaS platform. Swiftly constantly improves its products and upgrades are automatically released to customers through seamless, over-the-air updates, with zero downtime. Additionally, as a cloud based platform, our partner agencies can access their data whenever and wherever they need it. We also offer partner agencies unlimited logins for agency staff.

### **CONCLUSION**

Swiftly is the only big data platform for transit agencies, providing unique tools to understand and improve transit system operations, service, and the overall passenger experience. With best-in-class real time information and predictions, granular analytics modules, and seamlessly integrated tools for dynamically adjusting system data to match day-to-day operations, Swiftly's products represent a departure from any other technology available in the transit industry today.