

Windward Offers Formal Apology To Customers After AutoTag Support Announcement

CTO: "I screwed up and am really sorry"

For Immediate Release

Boulder, CO – [Windward](#), the document generation, business intelligence and reporting software giant, [has issued a statement](#) regarding a reversal of a support announcement and apologizing to customers for not surveying their needs prior to that initial announcement. The statement from David Thielen, Windward's founder and CTO, is as follows:

I screwed up.

At my direction, we sent out an email to all of our customers saying we were going to drop support for obsolete formats in AutoTag version 12.1. I figured that everyone had moved beyond RTF for templates and WordML/SpreadsheetML for anything.

Boy was I wrong.

SpreadsheetML is still being used by a number of our customers; thanks to the many customers who called and emailed to let us know this is the case. And I also now realize RTF or XLS will never be given up. Instead of sending an email announcement, I should have checked with our customers first about their needs. (On the plus side, it gave our CEO a chance to talk to a lot of our customers.)

Therefore we will continue support for all of the old formats until no one is using them anymore. I apologize to everyone for stating we were going to do this instead of asking if these formats are still in use. This was 100 percent my fault, and I'm sorry.



The apology already has engendered favorable comments.

"I just wanted to say that I'm impressed by the level of professionalism shown here," wrote one customer in response to the announcement. "This is how software companies should be run."

About Windward

Windward delivers powerful reporting, document generation and business intelligence solutions for enterprise or OEM use. Businesses worldwide create custom reports better, faster with data intelligence made easy. Windward has been delighting customers – technical and non – since 2004.

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