



New Windward White Paper Shows How To Obtain Software Budget Approval

Research Demonstrates Necessary Steps For Getting Internal Buy-In

FOR IMMEDIATE RELEASE

Boulder, CO – Windward, the expert in reporting, document generation and business intelligence software, has released a new white paper. *"Don't Be A Sinner – How To Overcome The Seven Deadly Sins of Internal Buy-in"* is designed to help business professionals from all industries get the purchasing okay for a new software solution.

When purchasing enterprise software, companies often leave evaluation to the technology specialists and weigh in only when it comes time to purchase. But that approach is detrimental and can lead to a chasm between having identified a new application and actually purchasing that application.

"The ability to sell internally is critical in making the difference between success and total failure for your software project," said Annette Grotz, marketing manager at Windward. "This white paper lays out the steps for getting budget approval for software investment your company really needs."

"How To Overcome The Seven Deadly Sins of Internal Buy-In" bridges the wide gap between evaluation and purchase by showing evaluators:

- What steps to take before they evaluate a new software application
- Which key tools persuade the budget decision makers
- How to demonstrate to others what lost opportunity will cost the company
- The biggest objection to purchasing new software – and how to overcome it

Because companies, especially large ones, often resist switching out systems, the process of getting budget approval can be excruciatingly slow. The white paper uses research, tools and real-life case studies to demonstrate the seven most common roadblocks of internal buy-in and lays out the steps for overcoming them.

For more information or to download the white paper, please visit http://go.windward.net/SponsoredWhitePapers_TLGetBudgetApproval.html.

About Windward

Windward offers business intelligence, enterprise reporting, document generation and Web-based business intelligence solutions. Launched in 2002, Windward is the only full-featured, robust Java and .NET engine to use Microsoft Word, Excel and PowerPoint as a layout tool, putting template design and report and document generation power in the hands of the end user. Any Office user can easily and securely create reports and documents with almost no learning curve. Additionally, OEMs and VARs use Windward's reporting component.

Windward works by merging any XML, SQL or custom data source—or any combination thereof—with a Microsoft Office report template. It feeds data into the template to create a what-you-see-is-what-you-get report or document that can be generated in DOCX, XLSX, PPTX, PDF, HTML, direct to printer, RTF, XLS, WordML, TXT, and CSV. Windward runs as a standalone application or in an enterprise computing environment. Also unique, Windward implements in hours, offers affordable server-based pricing, and offers “prompt, fantastic” technical support via a 24/7 support forum and support contracts. A free trial of Windward's products is available at www.windward.net.

The Windward user group spans 70 countries. User applications include financial statements, inventory reports, product-usage reports, purchase orders, invoices, training certificates, timesheets, and licenses. Other applications include reporting to meet requirements of Sarbanes-Oxley, IFRS, Patriot Act, ARRA, HIPAA, Health Level Seven, Gramm-Leach-Bliley, Basel II, and other U.S. and international acts and accords affecting financial services, real estate, government, and insurance industries and the consultants and integrators serving them.

For Immediate Release
Press Contact: Annette Grotz
Marketing Manager
303-499-2544 x1191
annetteg@windward.net