

Windward Reports Jazzes Up Reputation of Reporting Software

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Boulder, Colo – With this month's release of Cubicle Wars 2010, reporting software leader Windward Reports continues to demonstrate the entertaining side of a stereotypically bland software industry. Cubicle Wars is the creation of improv comedians and online video pioneers Luke Barats and Joe Bereta, and it was an instant Internet hit when it debuted in 2006.

Cubicle Wars 2010 continues the story of two office drones with so much time on their hands – thanks to their use of Windward Reports – that they spend their days "pranking" each other. It follows the successful launch of a viral endeavor that won an American Advertising Federation award for creative excellence in advertising.

"Developers don't pay much attention to direct mail or cold phone calls from software companies such as ours, so we thought a funny and clever video would be a better way to reach them," says founder David Thielen. "Turns out we were right, because Cubicle Wars has had almost 2.5 million views online. And we saw a 20 percent increase in our software demo downloads in the first six weeks. Those are amazing stats."

Cubicle Wars is just one of the ways Windward Reports shows that the reporting industry doesn't have to be boring. Management touts some of the benefits of working at Windward as free beer on Friday afternoons and Tuesday evening games of Starcraft (along with intense and rewarding involvement in all aspects of a vibrant company). And employees are encouraged to share their experiences at Windward, even when they may make bosses squirm. One developer writes on his blog:

"Our boss is notorious for sending us an email response within five minutes that says something like this: Great video! Love this...Awesome at 1:30 when you do thing...Love that...Nice job. Oh, can you make it say this? And do this other thing? And while you're at it just redo the whole thing? Thanks."

Humorous employee blogs, the latest Cubicle Wars videos and more information on Windward Reports' unique approach to business reporting software are all available at <http://www.windwardreports.com/>

About Windward Reports

Launched in 2002, Windward Reports is the only full-featured, robust Java.NET reporting engine to use Microsoft Word (or other MS Office programs) as a layout tool, putting report-design and generation power in the hands of the end user, technical or non-technical. Any Word user can easily and securely create reports with almost no learning curve. Also unique, Windward Reports implements in hours, offers affordable server-based pricing, and offers "prompt, fantastic" technical support via a 24/7 support forum and support contracts. Windward Reports works by merging any XML, SQL or custom data source—or any combination thereof—with a Microsoft Word report template. It feeds data into the template to create a what-you-see-is-what-you-get report that can be generated in PDF, .RTF, HTML, WordML, .XLS, SpreadsheetML, .TXT, or multipart- MIME-email format. Windward Reports runs as a

standalone application or in an enterprise computing environment. Windward Reports developer and production systems are available for purchase or free trial at www.windwardreports.com.

Windward Reports' 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, 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

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