

RepLink

There was tremendous time savings in being able to take existing templates and just replace the Microsoft® Word form fields with Windward tags. —David Boodey, VP of Technology

The Challenge

RepLink™ is a major product management and sales system for incentive suppliers and product sourcing service for professional incentive buyers. RepLink needed a reporting solution that could:

- Allow users to access and navigate manufacturers' internal databases as one cohesive, unified resource.
- Comply with the transition from a distributed system of desktop applications to a central Web-based system.
- Convert – without headaches – a large library of existing templates.

The Solution

RepLink invested in Windward Studios because:

- AutoTag allowed RepLink to take existing layouts and simply replace Word form fields with Windward tags.
- Instead of manually replicating complicated forms, RepLink could reuse all the effort that had gone into creating existing templates.
- Non-programmers could bring their design expertise and aesthetic to the process of report design, creating layouts that better serve RepLink's customers.

The End Result

Along with “tremendous time savings,” RepLink achieved:

- Ongoing cost savings with reports designed by less expensive non-IT staff.
- Customized reports displaying data from manufacturers' internal databases.
- Rich data access for more than 300 rep companies, 100 suppliers, and 50 direct buyers worldwide to 50,000 products from 500+ brands.

[Read the complete case study.](#)

Add Reporting and Document Generation to Your Software Application

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