WINDWARD

iCropTrak

Farming customers need to exactly represent government forms in their business. Windward allowed us to start with Word versions of these documents and quickly make pixel-perfect versions with the client's data inside. —Aaron Hutchinson, CEO, iCropTrak

The Challenge

iCropTrak is at the forefront of Farm Management applications and was built to help customers leverage technology effectively. Their previous setup was not able to efficiently produce reports customers need:

- Creating new report templates was time-intensive. Adding a new data field or formatting was inefficient and time-consuming.
- Government agencies require farms to meet strict, mandatory formats, and the solution wasn't meeting the customers' pixel-perfect output requirements.
- The process involved transferring data from the cloud storage solution into spreadsheets (an extra step) and then the resulting report.

The Solution

iCropTrak added Windward to its solution because:

- Mobile users could collect data in the field, store the data in the cloud, and then use the Windward reporting component to easily report on that data.
- Windward allowed iCropTrak to skip a data transfer step that added expense for iCropTrak's customers and introduced an opportunity to make mistakes.
- iCropTrak customers could start with Microsoft® Word versions of government forms and quickly make pixel-perfect versions with iCropTrak data inside.

The End Result

After implementing Windward, iCropTrak:

- **Reduced risk.** Eliminating the data transfer step lowered the risk of inaccurate or incomplete data appearing in the report.
- **Decreased the time needed to generate reports.** Now iCropTrak customers save time by pulling data directly from the cloud storage medium.
- **Created output that better matched customer requirements.** Customers design complex and customized reports to differentiate themselves from *their* competitors, who are using packaged reporting solutions.

Read the complete case study.

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