

Reporting Software Comparison

Windward Reports' AutoTag

Benefits

- Most straightforward and intuitive reporting package on the market
- Uses Microsoft Word, Excel, and PowerPoint applications as design interface and sports the most customizable report templates
- The highest Return on Investment and lowest Total Cost of Ownership

Disadvantages

- Somewhat limited Charting function
- Extreme Pixel-specific layout can be a challenge
- No IDE interface

What It Means For You

Windward Reports' AutoTag is the easiest reporting application because it was created for the non-technical user. Users design reports using Microsoft Word, Excel and PowerPoint, so there is little to no learning curve. Intuitive wizards and the fluency of Microsoft Office applications add to the functionality. Plus, Windward Reports has the highest ROI and lowest total cost of ownership of the packages compared here. One downside is that AutoTag does not allow you to programmatically develop a layout.

Summary:

Windward Reports is best for companies who want to save time and money with sophisticated reports designed and generated by non-technical users.