

Archway Marketing Services: e.Spreadsheet Engine



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MARKETING SERVICES®

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— Daniel Nickel, Archway Marketing Services

Company

Archway Marketing Services provides the industry's most comprehensive suite of marketing execution services, including fulfillment, customer service and information management solutions. Archway is a division of AHL Services, a publicly held corporation headquartered in Arlington, Virginia.

Actuate asks Daniel Nickel of Archway Marketing Services about his experience with the e.Spreadsheet Engine:

Please give a brief overview of the application's functionality and what business problem the application addresses.

The application provides online, dynamic, anytime reporting from an enterprise system

with millions of rows of data and hundreds of tables for display to our clients. It addresses the problem of paper reports shipped to the client and also allows our clients to use the data in Excel to manipulate at will.

How many users does the application have and what are their roles?

There are about 100 users. The internal users are account representatives for our clients. The external users work for major Fortune 500 companies.

How is e.Spreadsheet Engines used in the application?

Our application are n-tiered. The e.Spreadsheet Engine generator sits in a proprietary application server running custom

> **INDUSTRY**
Marketing Services

> **LOCATION**
Arlington, Virginia

> **APPLICATION**
Vista Client Reporting

> **TECHNOLOGIES USED**

- e.Spreadsheet Engine
- Apache
- Oracle

> **WEB SITE**
www.archway.com

services. We use a template-based system. Our application server uses e.Spreadsheet Engine to open the template, write to the template, and publish the spreadsheet to the client instantly or on a scheduled basis.

Why did you select the e.Spreadsheet Engine for use in your application?

It provided a high level of integration with Java and its ease of creating Excel documents.

Can you share any other impressions of working with e.Spreadsheet Engine?

I can't really quantify a savings from using e.Spreadsheet Engine, but because of our online services (that includes e.Spreadsheet Engine) we have retained and gained clients. e.Spreadsheet Engine is very easy to use. All access methods are located in a couple of classes and the documentation is excellent.

About Actuate

Actuate Corporation, the leader in Business Intelligence, Performance Management and Reporting Applications, enables organizations to develop solutions that optimize corporate performance. Applications built on Actuate's open source-based platform provide all stakeholders inside and outside the firewall, including employees, customers, partners and citizens with information that they can easily access and understand to maximize revenue, cut costs, improve customer satisfaction, streamline operations, create competitive advantage and make better decisions.

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