MEMO

From: Andrew Morris
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To: Charissa Abraham
              Vice President for Software Development

Subject: New Software Proposal

Date: November 24, 2014

New Software Solution – MadCap Flare

Our current software solution (Microsoft Word) is manageable, but I have researched new solutions and found a better software solution to develop and publish content: **MadCap Flare**. MadCap Flare is a new software tool, which, if implemented, will increase the speed, accuracy, and efficiency in completing projects, liaising with the company, and improving relations with our clients. While switching to this new software will come with a brief learning curve, and does come with startup costs, the medium- to long-term gains will be far greater than remaining in our current solution.

Implementing MadCap Flare will:

- Allow more efficient use of employee time
- Ensure accurate and current documentation
- Encourage flexible throughputs and outputs

I have discussed my suggestion with Tom Johnson, my manager, and Jessica Smith, the Computer Software manager, and they both agree that moving to MadCap Flare will be beneficial to the company and to our clients.

Current Situation

We currently operate a technical writing staff of five writers and one dedicated web writer, who converts our files to HTML so we can publish our files online. This current situation is slow, laborious, and time-consuming. We are unable to quickly publish changes to content, and any changes we do make cause expensive reprints and confused customers who access different information in different places. Reconciling these differences wastes time and damages team morale. MadCap Flare solves this issues based on the principles of *Single Sourcing* and *Modular Authoring*.

Single Sourcing & Modular Authoring

We can improve our current situation by implementing a software change from Microsoft Word to MadCap Flare. MadCap Flare works on the principles of *Single Sourcing* and *Modular Authoring.*

Single Sourcing is a writing concept that allows content to be written once and stored in one location so it can be published in different formats. A change in the base file causes a ripple effect through all files associated with the single sourced file ensuring that changes occur in all related files. Our documentation remains consistent and reduces costs associated with version control.

Modular Authoring refers to content written once and stored in one location to be published in different formats, but not necessarily in the same context or the same type of publication. Writing in "modules" or "topics" allows the creation of a variety of different publications by different authors at the same time. This increase in efficiency ensures consistency of writing across a family of products, and speeds up the content creation process so documentation can be published as quickly as needed.

MadCap Flare provides an easy entry path into modular authoring. Removing the option of using either Microsoft Word or MadCap Flare will ease the transition and ensure everyone is clear on expectations.

Monetary Implications

I have researched the costs of introducing MadCap Flare, and the best options is:

- o   Perpetual license: $999

A perpetual license will be the most cost-efficient choice and guarantees our dedication to our new software platform. Our current training and technical support foundation will ensure a smooth transition with no further costs. After a week of intensive training, our staff can start using MadCap Flare to create documents so little time will be lost on current projects. If we do not implement MadCap Flare, our content creation process will remain slow and we will lag behind our competitors.

Next Steps

If approved, I will initiate the purchase and training of this new software solution. Once we start using MadCap Flare, we will see immediate productivity gains and the foundation will allow the company to pursue new clients and increase profits. I will oversee the training of the staff, and will keep you appraised of any developments. Let me know when you would like to meet to discuss this proposal further.