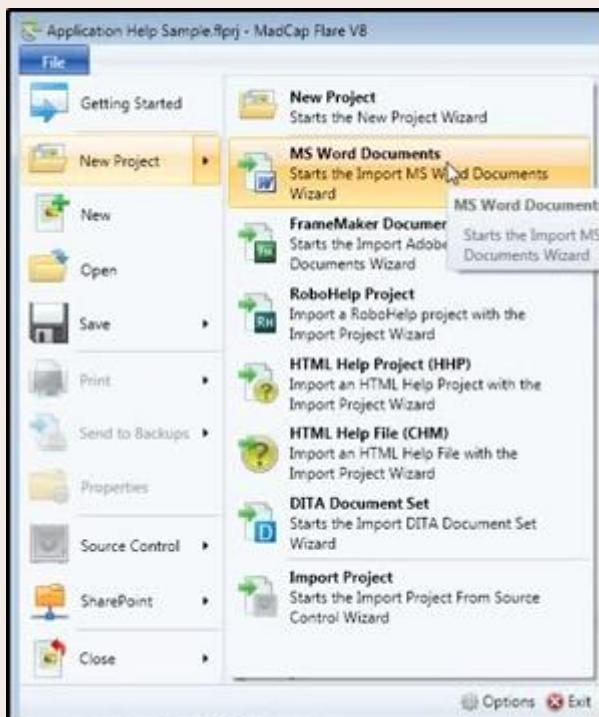# Austin Technologies
MadCap Flare Memo

To: Tom Johnson
From: Victor Estrada
Date: November 24, 2014

Subject: Benefits of mainstreaming work processes with MadCap Flare

I compiled the features our team can use to benefit from MadCap Flare that include a simple import system and an interface editor capable of publishing in multiple formats.

Importing Our Content from Word

The team can import our authoring content from Word into topic files in half a day. Because we have all our authoring chunked with headings, MadCap Flare can take from one document the multiple headings and text and separate them into individual topics. Our team would also benefit with the import features that allow you to customize how Flare extracts topics from a document. We can create topics from a Word document using any type of heading (1, 2, 3, etc.), title, list, quote, or other style that we often use to chunk text.

In our authoring, we often have to update the same piece of information multiple times if it is spread across multiple documents. With our information in topics, the team would update a topic once causing every publication that includes that topic to update. The team would free up enough time to work on the bigger projects we have planned.

Interface Editor

The editor has an intuitive interface the team and company would find familiar. For our team, the preview feature would save us time by eliminating the need to have to print or switch to a different interface to review our changes. As we update a topic, we can see a window that previews the output, whether the output is a PDF or web content.

The mapping of topics is one of the most helpful features in the editor, and this Flare feature creates an efficient strategy to organize modular authoring. With a hierarchy that organizes topics, any user can drag and drop topics to map out an output, preview the output, and publish the output to print or the web. The team would not have to rely on our web editor to transform our Word documents into HTML files. The team would have this capability at a touch of a button.

Flare offers flexibility because it allows users to edit outside of the editor, but with the help of our web editor, we can use the editor and style templates that activate simply by right-clicking on chunk of text, picture, table, or the whole document. The team would not have to work with any code to manipulate text. Flare features structure bars that allow us to move around text and lists without having to copy-and-paste and without worrying about a loss in formatting.

How Flare Will Help the Department Benefit the Company

The department will benefit the company by adopting Flare. The team will have a noticeable effect on the business by the end of the next quarter. Flare will not only mainstream our work processes, but it will allow us to collaborate efficiently with other departments, especially the engineering department. Flare has features that would allow us to be more responsive to departmental and company goals in communication. Not only would this lift the company-wide reputation of our department, but modular authoring and single-sourcing will save us time and money while bringing the company a competitive advantage in the industry.