Austin Technologies

MadCap Flare Memo

To: Jessica Smith
From: Charissa Abraham
Date: November 24, 2014

Subject: The Profitability of MadCap Flare and Single Sourcing

I compiled information on how MadCap Flare will allow the company to collaborate more effectively and efficiently, saving time, eliminating redundancies, and creating profit.

The Profitability of Single Sourcing

The culture of the industry is changing. The speed at which information communicates determines profitability, and the speed at which information communicates depends on the following:

- How a company structures its information
- The tools a company uses to share and update information
- How departments collaborate with information

Austin Technologies needs to make the most use of this digital age, because it is now apparent the company is losing money by is creating redundancies that waste time in money. Technical communicators and software engineers often have to work on time consuming updates that can be accomplished with a few keystrokes and a click of a button.

Imagine this company without email. Imagine everyone dictated their letters to one person who is responsible for writing all the letters in the company, and there was also another person responsible for delivering the letters. Every time you had to change or update a letter, the one dictating, the writer, and the deliverer had to get together to figure out the change, write the change, and deliver the updated letter. How could we compete with the companies that have email? We could not compete, and we certainly would not be profitable. This is what is happening to our company in the way we manage our information. We have too many people involved in a single piece of information, and we have too many people involved in updating and delivering that information. MadCap Flare would further bring us into the digital age, because it allows us to be more competitive in how we organize, update, share, and produce our information. It would give one person the ability to author, update, and publish with a single interface.

Why MadCap Flare Is the Best Choice for Austin Technologies

Not only is MadCap Flare affordable, easy to install, and includes tutorials and documentation that would foster company-wide training, it is also becoming a standard in the industry. As a standard,

MadCap Flare has established a great company that would want us and would help us succeed and setting up and maintaining this platform. Their accessibility, customer service, and willingness to work with a company's needs, is celebrated throughout their industry. Not only does if feature an intuitive interface that anyone in the company could pick up, MadCap Flare has proven over and over again that it saves companies a great amount of time, creates efficiency, and fosters company collaboration that would make Austin Technologies not only more reputable in the industry but also more competitive and profitable.