

Supporting Documents for Linear Implementation at the Beno Software Company

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Section A: Executive Summary

Research suggests that the implementation of the Linear app will benefit the Beno Software Company by providing a powerful and simple solution for the tracking and management of issues. The sections below describe what Linear is and how it is used, as well as the benefits of Linear to the Beno Software Company.

What is Linear?

Linear is a web-based issue-tracking platform which is designed to facilitate the development of software products. It has a variety of useful features, including:

- A simple, user-friendly interface
- Issue tracking and management
- Project tracking and management
- Realtime synchronization across a web-based platform
- AI automation tools and integrations

Benefits of Linear

The Beno Software Company stands to benefit massively from the implementation of Linear for a variety of reasons, including:

- Improved organization of issues and projects
- Streamlined communication between teams
- Improved productivity through automated workflows

Research suggests that the implementation of the Linear app will benefit the Beno Software Company by providing a powerful and simple solution for the tracking and management of projects and issues. The Beno Software Company stands to benefit massively from the implementation of Linear, as it will allow the company to transition from disorganized issue tracking to a centralized system to facilitate efficient resolution of issues.

A1. Executive Summary Tone and Diction

The executive summary uses an **assertive tone** as it is making a strong argument for the implementation of Linear at the Beno Software Company.

Directed at the executive and administrative staff of the company, the summary uses its tone to emphasize how Linear will solve long-standing problems with issue and project management.

The executive summary uses a **formal diction** as it is addressed to superior executives and administrators at the Beno Software Company. The summary uses its diction to convey respect and professionalism and ensure that the proposal is taken seriously.

A2. Executive Summary Jargon

The audience for the executive summary is the senior administrative and management team at the Beno Software Company. They have a general understanding of the software and project management techniques that are employed at the company, but may not know certain advanced terms and practices. The **jargon** in the executive summary includes terms like “issue-tracking,” “project management,” “workflow automation”, and certain abbreviations like “AI” that the executive team knows. However, more advanced terms like “API” or “scrum” were avoided, as the administrative team may not be knowledgeable on those subjects.

A3. Executive Summary Message Timing, Sensitivity, and classification

Timing:

The executive summary should be delivered Monday Morning at 8:00 am, as this allows the executive staff the full day and work week to look over the proposal and give it their thoughts, rather than being rushed through it late in the day or week.

Sensitivity:

There is no sensitive data included in the executive summary that would lead to harm to the company if read by a third party. It does not contain any code, information about clients or employees, or business strategies employed at the Beno Software Company. The executive summary is just a proposal.

Classification:

The executive summary is classified as an internal communication, intended as a proposal to be read by the executive and administrative teams at the Beno Software Company.

Section B: Press Release

Headline:

Beno Software Company to Adopt Linear Issue Tracking

Location:

Chicago, Illinois

Lead-in:

Linear stands to revolutionize software development at the Beno Software Company. Hailed as the “go-to tool for startups and high-growth tech companies,” Linear is a modern, web-based issue tracking platform designed to increase collaboration, productivity, and efficiency (Siit, n.d.). Linear will overhaul the disorganized issue and project management system at the Beno Software Company and lead to increased productivity and profitability.

Body:

Research suggests that the implementation of the Linear app will benefit the Beno Software Company by providing a powerful and simple solution for the tracking and management of issues. Linear is a web-based issue-tracking platform which is designed to facilitate the development of software products. It features a web-based platform, allowing for access from any device, as well as real-time synchronization, allowing for collaboration between teams. It also includes a suite of AI-powered tools to help increase productivity. Currently, issue-tracking at the Beno Software Company is done on a case-by-case basis, leading to scattered and disorganized issue and project management. The implementation of Linear will let the Beno Software Company to transition to a centralized and organized method of issue and project management, allowing for employees to focus their time and attention where it is most needed.

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B1. Press Release Tone and Diction

The press release uses an **enthusiastic tone**, emphasizing how exciting and beneficial the adoption of Linear would be at the Beno Software

Company. Intended for all employees, the press release attempts to make a positive and encouraging argument for the adoption of the new system.

The press release uses a **formal diction**, highlighting respect for the reader. Intended for all employees, the press release attempts to make the employee feel like their time is being well-spent by providing a summary of why Linear is being implemented at the Beno Software Company and what benefits this new technology provides for the reader.

B2. Press Release Jargon

As the press release is intended for all employees at the Beno Software Company, it does not include many technical terms or concepts that employees may not know based on their position. It features a few pieces of technical **jargon** that all employees are expected to know at the Beno Software Company due to the industry it works in, including “AI” and “real-time synchronization.” However, it avoids more advanced terms such as “API” and “automated workflows” that employees may not be familiar with based on their position.

B3. Press Release Message Timing, Sensitivity, Classification

Timing:

The press release should be shared in the Beno Software Company Newsletter that is published weekly at 3:00 pm on Fridays. This allows the employees who are reading it time to look over and consider the implementation of the technology over the weekend, letting them come to work on Monday prepared with any questions or concerns they may have about Linear.

Sensitivity:

The press release does not contain any sensitive data. It does not contain any code, information about clients or employees, or confidential business practices implemented by the Beno Software Company. The Beno Software Company would not be risking harm if the press release were read by a third party.

Classification:

The press release is classified as an internal communication, intended for all employees as part of the Beno Software Company Newsletter. It is intended to inform all staff about the upcoming implementation of Linear and its benefits.

Section C: Frequently Asked Question (FAQ)

Question:

How do I access Linear?

Answer:

You will receive an email allowing them to set up their login credentials for Linear. After doing so, you will be able to access Linear through the web portal on any device.

Question:

What are the advantages of Linear?

Answer:

Linear has a variety of features to assist with issue and project management. It will allow for increased productivity, efficiency, and collaboration across teams at the Beno Software Company.

Question:

When will Linear be adopted by the Beno Software Company?

Answer:

Linear will be fully implemented at the Beno Software Company by the end of this quarter. It has already been implemented as part of a pilot program at the headquarters in Chicago, Illinois!

C1. FAQ Tone and Diction

The FAQ uses an **informative tone**, as it wishes to respectfully inform the employee about Linear and how it will be used and implemented at the Beno Software Company.

The FAQ uses a **pedestrian diction** as it is intended to be read by any employee at the Beno Software Company, and thus is written in a simple and easy-to-understand manner to reduce confusion about Linear.

C2. FAQ Jargon

The FAQ is designed for the entirety of the staff at the Beno Software Company, and thus includes very few technical terms outside of those expected to be known by an employee in the software industry. The **jargon** in the FAQ includes “login credentials,” “quarter,” and “web portal.” However, it avoids more advanced terms, such as “API,” “workflow automation,” and “AI,” as not all employees would know these terms.

C3. FAQ Message Timing, Sensitivity, Classification

Timing:

The FAQ should be made available on the internal Beno Software Company website prior to the press release being sent out, so that any employees with questions about the implementation of Linear at the Beno Software Company can be directed to the FAQ to have some of their questions answered.

Sensitivity:

The FAQ does not contain any classified or sensitive information. Intended to be made available to all employees, the FAQ focuses on the implementation, features, and rollout plan of Linear at the Beno Software Company. The Company would not be hurt if the FAQ were read by a third party.

Classification:

The FAQ is classified as an internal communication, intended to be read by any employee at the Beno Software Company with questions or concerns about the implementation of Linear.

Section D: Sources

Maria, (June 23, 2025). What Is Linear Issue Tracking? Features & Benefits Explained. <https://everhour.com/blog/linear-issue-tracking/>

Siit, (n.d.). Linear App Review: Features, Pricing, Pros & Cons. <https://www.siit.io/tools/trending/linear-app-review>

Linear, (n.d.). Linear - Plan and Build Products. <https://linear.app>