Proposal and Supporting Documents for the Implementation of Linear at the Beno Software Company

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Task 1: Organization, Research, & Proposal

Section A: Organization Details

A1: Products and Services

The Beno Software Company specializes in creating unique software solutions for other companies for contract.

A2: Size and Location

The Beno Software Company has 2,000 employees and creates specialized software solutions for over 500 companies. The Beno Software Company has locations across 4 major states, with the main office situated in Illinois and satellite offices in New York, California, and Minnesota.

A3: Organization's Industry

The Beno Software Company is an important part of the software industry, providing unique software solutions specially crafted for the needs of specific situations.

Section B: Research Summary

The proposal in Section C details why the Beno Software Company should adopt the Linear app, a tool created for issue and bug tracking. The field of study of the author is Computer Science, which is why the Linear app is relevant to this assignment.

B1: Source #1

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

The official website of the Linear app, provided by the team behind its development, details the specifics of Linear and what it is capable of. Linear is an issue tracking software created specifically for managing product development. Linear incorporates a variety of features to ensure the smooth tracking of issues and facilitate development. It features realtime sync, a keyboard-first design, a polished user interface, artificial intelligence integration, and long-term project management features. This source will be utilized to fulfill Main Point 1 by detailing what Linear is and what it can do.

B2: Source #2

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

The Everhour article outlines how Linear can be used to effectively track issues. It begins with the features of Linear, and then moves into a tutorial for its use at a company. The article includes how Linear can be used to organize and automate tasks, and collaborate on issues. It also compares Linear to other top issue trackers like Jira and Trello. This source will be used to support Main Point 2 by showing how Linear can improve the workflow of the Beno Software Company.

B3: Source #3

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

The Siit review of Linear describes the benefits of using Linear to manage projects and track issues. It outlines the features of Linear and describes what the app is used for at a company. It takes a look at both the strengths and weaknesses of using Linear, as well as the pricing of the app and potential alternatives. This source will be used in Main Point 2 to show how Linear can benefit the Beno Software Company.

Section C: Proposal

Introduction

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 sections below describe what Linear is and how it used, as well as the benefits of Linear to the Beno Software Company and its strengths compared to other issue tracking software.

Main Point 1

Linear is a web-based issue-tracking platform which is designed to facilitate the development of software products. In an environment where many issue trackers are complex and unfriendly, like Jira, or limited in scope, like Github Issue Tracking, Linear is the perfect solution for an easy-to-use issue tracking software that can function across a variety of projects. It provides the ability to track the scope, progress, and velocity of projects over time, and is designed for efficiency and speed (Linear, n.d.). The software supports the visualization of aggregate data about issues, as well as a user-friendly time-tracking interface. It also features a suite of artificial intelligence agents which can be used to delegate work and automate repetitive tasks, further facilitating project development. Linear is simple to learn and "robust, [secure], and blazing fast" (Linear, n.d.). The app is perfect for the management of projects throughout the development cycle.

Main Point 2

The Beno Software Company stands to benefit massively from the implementation of Linear. Currently, the Beno Software Company tracks and manages projects based on individual developer or team preference, leading to scattered and disorganized issue management. It is currently unclear when issues are resolved or who they are being handled by. Linear is a fast and robust issue tracking tool that "has become to go-to tool for startups and high-growth tech companies" for tracking issues and managing projects (Siit, n.d.). The implementation of this tool at Beno Software Company would allow for unprecedented management and tracking of issues, facilitating a massive improvement in organization and efficiency. Linear is efficient and streamlined, designed to enable clean workflows and smooth development across teams (Maria, 2025). Linear would allow for the Beno Software Company to collaboratively track and resolve issues, enabling developers to manage projects and help the company prosper.

Linear also offers a variety of additional advantages that would help the Beno Software Company deliver on its contracts. Currently at the Beno Software Company, issues are not set in specific stages that they have to move through in order to be resolved. With the introduction of Linear, automated workflows could be introduced that allow issues to automatically transition between stages as their life cycle evolves (Maria, 2025). This would promote further organization and management of issues at the Beno Software Company and improve the speed at which problems with software are eliminated. The Linear system also features a variety of Artificial Intelligence-powered integrations that can enhance issue management even further. Linear includes Artificial Intelligence tools to "analyze incoming requests, determine priority levels, and route" issues to where they need to go (Siit, n.d.). This automation of trivial tasks would allow developers at the Beno Software Company time to focus on resolving issues and creating new software rather than spending time on menial tasks.

Conclusion

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. Linear provides a variety of tools for issue and project management across all stages of their lifecycles, in addition to a suite of Artificial Intelligence agents that can assist with work. The Beno Software Company stand to benefit massively from the implementation of Linear, as it will allow the company from disorganized issue tracking to a centralized system to facilitate efficient resolution of issues.

Section D: Diction

This paper was written in formal diction because the intended audience is the administrative and executive staff of the Beno Software Company. This means that there were no contractions or use of first-person language.

Task 2: Executive Summary, Press Release, & FAQ

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.

Contact Information:

Alexandra Beno

Technology Director

Beno Software Company

abeno4@wgu.edu

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 by 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.

Task 3: Email & Presentation

Section A: Email

To: Beno Software Company Senior Development Staff

From: Alexandra Beno, Development Lead

Subject: Linear and You: Issue Tracking at the Beno Software Company

Body:

Greetings,

I hope this email finds you well. I'm excited to be inviting you to a meeting on the Linear app, a web-based issue and project management software which could resolve many challenges facing the Beno Software Company. Our current issue tracking solutions are scattered and disorganized, with no standardized solution across the whole company. This has lead to issues growing rather than being resolved, as well as delays on the development and release of the products we are contracted to make. Linear will help the Beno Software Company to resolve these problems with a centralized system for issue tracking.

Please attend a presentation on how Linear can revolutionize issue and project tracking at the Beno Software Company! The presentation will be held in the Main Conference Room in the Chicago Offices on Monday, October 27th, at 10am Central Time.

Sincerely,

Alexandra Beno

Development Lead

Beno Software Company

A1. Email Tone and Diction

The email uses an **enthusiastic tone** as it is attempting to build motivation for the reader to attend the meeting and be open to implementing Linear at the Beno Software Company. Directed at the development staff at the company,

the email uses its tone to emphasize how exciting adopting Linear will be as it will lead to the resolution of longstanding problems.

The email uses an **informal diction** as the audience of the email are the development staff of the company and I am the development lead. This allows the email to convey approachability and foster engagement while maintaining respect.

A2. Email Jargon

The audience for the email is the development staff at the Beno Software Company. They have a general understanding of the software and project management techniques that are employed at the company, and are aware of most advanced terms and practices. For this reason, the email includes certain **jargon** like "issue tracking," "centralized system," and "standardized solution" that the audience will be familiar with. However, it avoids more advanced terms like "API" or "Scrum" that the audience may not know of.

A3. Email Timing, Sensitivity, and Classification

Timing:

The email should be delivered on Friday Morning at 8:00 am, as this allows the development staff the entirety of Friday and the weekend to read the email, allowing them time to prepare their thoughts and any questions they may have prior to the meeting.

Sensitivity:

There is no sensitive data included in the email that would lead to harm to the Beno Software Company if the email were to be read by a third party. It does not contain any code, information about clients or employees, or business strategies employed at the company. The email is solely an invitation to a meeting.

Classification:

The email is classified as an internal communication, intended to invite the senior development staff at the Beno Software Company to a meeting.

Section B: Presentation

See AlexandraBenoC768Task3.pptx

B3. Presentation Tone and Diction

The presentation uses **an enthusiastic tone** to encourage the audience members to adopt the Linear app as part of their approach to issue and project management at the Beno Software Company. It uses its tone to show how Linear will help the Beno Software Company while remaining exciting and encouraging.

The presentation uses an **informal diction** as the audience of the presentation are the development staff at the company and I am the development lead. It maintains a casual, approachable style while still showing the need for Linear at Beno Software Company.

B4. Presentation Jargon

The audience of the presentation is primarily the development staff at the Beno Software Company, so more advanced **jargon** that they may be familiar with is used, such as "Ai Automation" and "real-time sync." However, deeper technical terms like "API" and "Scrum" that the senior development staff may not use often are avoided, ensuring that the presentation remains approachable and understandable for the audience.

Section C: Audiovisual Recording

https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=02ff6759-6217-44c8-a920-b382000f737f

Section D: Sources

No sources were used in the creation of this document.

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