To: Tom Johnson
From: Dallas Guill
Subject: Purchasing Madcap Flare
Date: 20 November 2014

As we previously discussed, I researched our options for a new authoring tool and have concluded that the Madcap Flare software would greatly benefit our department and our company. Based on its capabilities and more importantly, its results, this software is exactly what our department needs to keep up modern content publishing and utilize tools that assist us compete with other companies that are investing in the same type of software.

As you know, single sourcing is a concept that is here to stay. With multiple platforms and outputs that demand our content in different formats as quickly as possible, this software will help us keep up with what we publish. As our company expands, our publishing work will only grow and it's important that we prepare for that. While we currently have a dedicated web writer that focuses on this type of work, it will require more than one person once we are forced to produce much more content. This growth will require our company to either hire more employees to engage in some redundant work or purchase software that allows this same task to be done in less time.

Although Microsoft Word has benefitted our team for years now, it is time to come to grips with its shortcomings. In regard to publishing content for both print and online media, it's limited in its capabilities. Every document we produce is built linear, with every topic joined together by the same file. Madcap Flare will allow our team to produce content that is built from several different topics, a table of contents and reference page. Separating the topics will permit the team more control over what we author and what edits are needed, depending on the audience of the document and how it will be displayed.

For example, Madcap Flare offers content writers the option to distinguish which topics are displayed for the chosen output. If only some of the content is necessary to this particular publication, Madcap Flares allows us to single out that information and exclude whatever content we deem unnecessary in the document for that specific output. This saves our team time from having to make constant edits to various versions of the same document and keeps the reader from having to ignore information that does not apply to them.

Our team cannot let the complexity of this software intimidate us. Our company already possesses a great reputation for its products and their performance, some of which is due to the diligent work of our team. Microsoft Word has outgrown its use as a primary resource in web publishing. To remain in the mindset of thinking ahead and moving forward, it is vital that we implement Madcap Flare software. Since our team is comprised of 5 people, training will be easy and should only take about 6-8 weeks. There are multiple resources online that offer tutorials, in addition to the ones offered within the software itself. Once our team has a better grasp of the capabilities of the software, we'll be able to train future employees on the essential features of the program.

Let me know if you have any further questions about the software.

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