

To: Charissa Abraham, VP of Software Development
From: Dallas Guill
Subject: Purchasing Madcap Flare
Date: 20 November 2014

As we previously discussed, I researched our various 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 and will increase productivity, which I explain in greater detail below.

Madcap Flare utilizes single sourcing, a method of document design that allows the author to publish the document through multiple outputs and control what content gets published, depending on the audience for that particular publication. As a result, it would require less time and money to produce these documents, increasing the productivity of the technical writing department. In addition, it would cut down on having to store so many copies of the same files related to the same document. With single sourcing, multiple files are no longer necessary as multiple versions of a document can be created just using one original document. Madcap Flare is designed to eliminate the extra time of editing an entire document for the sake of a few minor edits, significantly cutting labor cost for the company.

It will cost \$1000.00 for a Flare 10.0 perpetual license. An electronic download of Flare includes the complete software, including online help and a User Manual in PDF format. The value of this software goes well beyond the money our company will initially invest in it. Training employees on the new program will take about 6-8 weeks, due to the fact that it works quite differently than Microsoft Word and involves many more options for content writers. Unlike Microsoft Word, which focuses on a document from a big picture point of view, Madcap Flare is designed to concentrate on smaller topics, allowing for more control of the content being created. The software combines the abilities of many past and current programs, allowing writers to have a complex authoring tool that meets the current demand of a quick turnover of information in today's modern market. The cost of training would be minimum as well, since all of it can be done in-house and Madcap Software provides many tutorials as part of the initial purchase.

This software will help our establishment compete with other companies that are using tools like Madcap Flare and embrace the growing use of single source for both employee and customer publications. This method of communication is not merely a technological fad; it reflects a growing need within industries such as ours and readily meets that need with software that empowers the content creators. Madcap Flare Software, just like ourselves, is growing more each year and continues to add on larger firms to their already impressive client list. Adopting this software is an investment in our future and will allow us to continue as a successful business well into the new century.

If you have any further questions about the recommended software, please feel free to contact me at dallas.guill@gmail.com.

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