To: Jessica Smith
From: Dallas Guill
Subject: Purchasing Madcap Flare
Date: 20 November 2014

As Mr. Johnson and I recently discussed, I researched our options for a new authoring and publishing tool and have concluded that the Madcap Flare software would greatly benefit our company as a whole. However, the usefulness of this software is not limited to our department; it would also benefit the software engineers.

As single sourcing becomes more prevalent in content publishing, our team wants the company to keep up with the tools used by our competition, to continue providing excellent service and products to our customers. This software will greatly benefit the engineering team as well. Using tools based in single sourcing, our team will be able to create technical documents that retain necessary information and omit information that might not be relevant to a particular audience.

Perhaps your engineering team needs the same document, but some of the information might not be essential to experienced engineers, as opposed to new hires that need the more basic aspects of the document. Madcap Flare can create one file that we can configure to output content that is relevant to a particular reader. Furthermore, we can also manipulate the output depending on the type of media, whether its print, web, or being displayed on mobile devices.

In regard to training employees, Madcap Flare comes with several tutorials within the program itself. These videos are 3-5 minutes long and offer quick solutions to questions users may face. There are also online help resources and blogs designed to address common questions that companies face after integrating the new tool into their workplace. In addition, our team will be the first ones in the company trained to use this tool and will be more than willing to show your team the features relevant to their work. While the engineering team will not be responsible for knowing the software to the same extent as the technical communicators, it is important that all levels of the company be familiar with the newly adopted technology.

Many colleges and universities across the world are integrating Madcap Flare into their curriculum, offering students (in various studies) the opportunity to engage and learn the importance of single sourcing and how this program supports a better system of communication within companies, through manuals and other employee documents. This software will increase the consistency of future company-wide documents and allow edits to be made to multiple documents in less time. This in turn will cut down on redundancies, as it will not require the creation of multiple copies, which is how we are currently working with Microsoft Word on our project.

As with any new tool in the workplace, it will take time to adapt to and master the features of Madcap Flare. In addition to giving the employees enough time to familiarize with the new software, it is also important that each department monitor the results of their employees engaging Madcap Flare, to assist in verifying any new level of efficiency across the company.

Let me know if you have any further questions.

D/G