

# Memo

**To:** Jessica Smith, Computer Engineering Project Manager

**From:** Erika Gonzales, Technical Communicator

**cc:** Tom Johnson

**Date:** November 24, 2014

**Re:** MadCap Flare

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MadCap Flare is a publishing and authoring software that utilizes the concept of single sourcing and modular authoring. Single sourcing is a method that allows you to use the same content across different mediums. This technique encompasses the theory of modular authoring which is when content is created in topics that can be used across multiple projects. Rather than approaching writing content in a linear manner, the use of single sourcing and modular authoring allows you to create re-usable subject matter.

MadCap Flare utilizes the idea of modular authoring and single sourcing which is immensely beneficial to all who adopt it for the following reasons:

1. It cut downs production time.
2. Increases your output.
3. Allows you to publish in five different formats.
  - a. Print
  - b. Web Browser
  - c. Mobile
  - d. Desktop
  - e. Other
    - i. DITA
    - ii. X-HTML Book

4. Has built in styles that can be edited and saved for later use.

MadCap Flare also has multiple instructional videos, links, and manuals on how to use their software online at no additional cost. Therefore, you will be able to provide the appropriate amount of training to your team without having to refer to a third-party source.

Other software engineering companies such as HP, Intel, Textron Inc, and G-Pro Technologies have already incorporated MadCap Flare into their office space. G-Pro stated that “Using the integrated functionality of MadCap Lingo and Flare, we can preserve our links, formatting, and other data. Now our translator can focus on localization and not recreating the document. The efficiencies we’ve gained have been as dramatic as moving from a typewriter to using Microsoft Word.”

MadCap Flare allows you to simultaneously use content for a website and a mobile site. This would alleviate the time it would take your programmers to go in and hand code the HTML, XSLT, and CSS sheets.

Another great benefit of MadCap Flare is that it has built in CSS templates to use when you are creating the layout and design for your project. This will eliminate the margin of error for broken tags, links, or corrupt files. The time spent combing through a lengthy CSS or HTML file looking for an error will then be able to be used to focus on another aspect of the software design process.

If your team provides tech support for the software that is created, MadCap Flare also reduces the amount of customer how to inquiries. CCC Information Services reported that after implementing MadCap Flare “our support team is seeing anywhere from a 10% to 30% drop in ‘how-to’ calls, which suggests that customers are finding it easier to follow the help instructions.”

By incorporating MadCap Flare, you will allow your software engineers to focus on designing software that is user friendly, production time of support documents will be cut down, and it will be easier to manage and edit your documents.