

# Memo

**To:** Tom Johnson  
**From:** Erika Gonzales  
**cc:**  
**Date:** November 24, 2014  
**Re:** MadCap Flare

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Single sourcing and modular authoring would require changing our entire work process, but the benefits outweigh the drawbacks. If we adopt a more modular way of writing, we would be able to cut production time in half, be able to collaborate more on projects, which would increase the office work culture, and it would alleviate the workload of our web writer.

Although the current way the office is running is effective, we are not utilizing our maximum potential. We are primarily writing in a very chronological linear method. The time to adopt modular authoring is now. With the recent advances in the equipment available to technical communicators, now is time to embrace our changing profession.

MadCap Flare is an authoring and publishing software that allows the user to publish their content into five different formats:

1. Print
2. Web Browser
3. Mobile
4. Desktop
5. Other
  - a. DITA or X-HTML Book

Another thing that makes MadCap Flare great is that you can import Word files to create projects so we do not have to go back and re-tag all of our current work. All we would need to do is take our existing content, import it to MadCap, create a new project and specify which headers we would like to make our topics. For example if we have five separate folders, or files, but the current project only needs folder 2-4, instead of retyping those sections, all we would need to do is export those files into the project and hit create.

MadCap Flare also allows you to create specific styles for certain types of documents. For example, if we want to author a project for print and a mobile app, we can do both simultaneously alleviating the time it would take to do both separately.

MadCap Flare also allows you to preview your product before you create the document. This would decrease the margin for error. Within the homepage, MadCap Flare allows you to create style formats so that in the future if we need to author a different project for print and a mobile app, the style is already saved. We can create rules within that style that would dictate the sizes of our images, the colors of any tables, and even exclude information from one media.

An additional benefit of adopting MadCap Flare is that once a style is created and you need to change the color of each table heading, instead of having to manually go in and change each table, MadCap Flare allows you to change one and the others will simultaneously update, if they are linked.

Mr. Johnson, I understand your concern in changing the way the office works, but if we can increase output, decrease production time, alleviate the work load of the web writer, all while producing content in multiple formats then why are we still stuck in the linear way of writing? Other major companies such as Google, the Department of Defense, and even Compressus have all adopted MadCap Flare.

Compressus even stated that “MadCap Software has provided our technical documentation team with flexible tools and the ability to accurately manage our operations while maintaining compliance with standards and regulations”. They cut their production time from two months to just one week. Imagine what we could do with that much of a cut down.