

Memo

To: Charissa Abraham, VP for Software Development

From: Erika Gonzales, Technical Communicator

cc: Tom Johnson

Date: November 24, 2014

Re: MadCap Flare

MadCap Flare is a publishing and authoring software that has saved several large companies such as HP, Google, Tricentis, and GFI thousands of dollars by cutting down their production time.

MadCap Flare encompasses modular authoring and single sourcing. Modular authoring is writing content into small chunks that are then able to be pulled whenever that particular section is needed. By utilizing this concept, your team will be able to produce documents at a faster rate, it will be easier to control multiple files, or topics, it will reduce the amount of time spent recreating projects every time an edit is needed, also you are able to tag certain topics as confidential. This is essential because when you complete the project to upload to the web, it will exclude all of the confidential information.

Instead of having your team go back to convert all the files into another format, MadCap Flare allows several formats to be uploaded to a project. As a result, you will not have to allocate a portion of your budget to the conversion.

Instead of spending thousands of dollars on a new computing systems all of MadCap programs are available for \$1,699. The entire platform includes:

- Flare
- Contributor
- Analyzer

- MadCap Lingo
- Mimic
- Capture

If you wanted to only purchase MadCap Flare it would cost approximately \$999.

The benefits of incorporating this software offsets any downsides that may come as a result of changing how the team currently works. MadCap Software provides training videos, manuals, and hosts webinars for beginners at absolutely no additional cost. Therefore we no longer have to refer to a third party source to provide the accurate amount of training for the team.

There are several companies that have successfully assimilated the use of MadCap Flare into their work flow and it has produced substantial revenue growth. An example is Tricentis who replaced “Adobe Framemaker with Madcap Software’s Technical Communications Suite to create HTML5-based Online help enriched with video tutorials while cutting annual project time by three months.” Stefan Steibauer, the Head of Documentation and Translation, stated “after we finished our first year using MadCap, we took a pen and paper and discovered we saved 520 hours. That’s three project months!”

Another major corporation that is effectively using MadCap Flare is Microsoft. Microsoft uses “Flare to streamline delivery of online and print documentation”. Harold Gross recently said “MadCap Flare is giving us state-of-the-art capabilities while offering the lowest cost of ownership of any authoring software that we have seen on the market.”

This is not a software that is going to require a trial and error phase. There are many companies that have already done that for us. If we are able to switch over to MadCap Flare we will reducing the hours spent on a single project, we will be able to increase our output, and have the opportunity to create a project in multiple platforms within the same interface. What sets MadCap Flare apart from things such as Camtasia or Document Suite 2008 is that MadCap Flare incorporates the best of what is out there in one program at a low cost.