

TO: Jessica Smith, Computer Engineering Project Manager
FROM: Sara Selby, Technical Communication
DATE: November 21, 2014
RE: Implementing MadCap Flare

Your software engineering team has had great success with creating software solutions to address the business and technology challenges of our company's clients. I hope that our department soon upgrades to software that can do more for us, such as MadCape Flare (MCF), and I hope that I can also persuade you to implement MCF as your authoring platform, as well.

MadCap Flare

Right now, your team re-writes solutions specific for each product and each user, thus creating numerous help documents that essentially have the same message. MCP uses the ideas of XML and single sourcing that can eliminate the need for completely separate documents. Single sourcing allows you to break down information into small chunks that are easier for re-use and XML allows you to tag that information accordingly.

Change

In order to make this change easy on your team, MCF offers a free trial of their software that your team could use to get to know the software on their own time. After spending time learning the interface and surface work, MCF offers three types of training, including:

- On-line
- Web-based
- Combination

MCF also works with Microsoft Word integration, which can allow your team to contribute to content using a software your team knows. If the trial goes well, MCF offers a 6-month, 9-month, and a perpetual product license to implement the software into your department. With sufficient time provided for training and the time to acquire confidence, I hope that your team can make the switch.

Benefits

I know that you are concerned with the benefits of how changing to MadCap affects your software engineering team and what it can do for you. The benefits of single sourcing, XML, and MCF include the easy maintenance of:

- Help content
- Version-control

By tagging chunks of user and product-specific information and re-using information, user and product-specific information can be re-used in one document instead of multiple documents with slight changes. The specific content can be displayed next to the general content on a conditional, as-needed basis. Tagging certain concepts can easily help with version-control help documents that can be released alongside the new products because

product names, numbers, and specific problems can be added or changed without the creation of a brand new document.

Switching to MCP not only benefits you and your team, but it also allows an easier workflow between your team and the Technical Communication Department. Working in the same software as the Technical Communication department can make publishing the help content and updating version control documentation fast and efficient.

Expected Results

MCF can help us work more efficiently creating content and researching content. Our SMEs can easily view and suggest changes to the content written, which will in turn lead to better content being published.

I know that you may have mixed feelings about changing something that was worked for so long, but our team really feels strongly about perusing a new method of publishing. I propose that we switch to the MadCap Flare for the simple fact of increased efficiency and between departments and better quality content for our users.