

TO: Tom Johnson, Technical Communication Project Manager
FROM: Sara Selby, Technical Communication
DATE: November 21, 2014
RE: Implementing MadCap Flare

As you know, our team currently use Microsoft Word for our content authoring and Sally, our web writer, converts the content to HTML for use on the web. I am writing you this memo in hopes to persuade you to a new and efficient method of publishing our content. While Microsoft Word has worked in the past, I think that it is important to upgrade to a software that can do more for us. MadCape Flare (MCF) is a MadCap software that will allow us to create, manage, and publish content to a variety of formats, including print, online, desktop, and mobile. We need a more efficient way of creating and maintaining our content to keep up with the growth of the company and product lines.

Change

I know that you have been skeptical of changing the way things work because they have worked for so long, so our team could start out by downloading their free trial and get a feel for the software on our own time. If you think that the trial proves itself to be a good fit for our team, MCF offers a variety of training options, including:

- On-site
- Web-based
- Combination

These options we can help the team really get to know the ins and outs of the software. Many of us already know the basics of XML and single sourcing, so learning how MCF works should go well and with very little, if any, hiccups. If the trial goes well, MCF offers a 6-month, 9-month, and a perpetual product license to implement the software into our department.

Benefits

MCF will help us condense the amount of content that we write on a daily basis and help us produce more content at the same time. Right now, we re-write our general content for each product and each user, thus creating numerous documents that essentially have the same message. MCF uses the idea of XML and single sourcing, so we can tag user-specific content appropriately and have it displayed along with general content without having to have a separate document for each.

If our team is spending less time writing content, we can turn that time around and put it into research. Researching will not only lead to better-written content but into better interactions with our SMEs. With MCF, the SMEs can look at chunks of information that is directly related to their expertise instead of sifting through entire documents. MCF will make it easier for them to make comments or edit our content to make it as accurate as possible for our end users.

With the use of MCF, our team can work more efficiently to:

- Publish new content on to our company website
- Use one piece of content in many ways and in multiple outputs
- Create more user specific content without having to rewrite the same content in various user-specific ways

Sally will still be apart of our team by formatting and styling the content that we write for the multiple platforms that we publish content to. MCF makes formatting and styling content easier, which will help us get content on to the company website or to print documents faster. Our users are always looking for new content.

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. Sally will spend less time converting content to HTML, which means a faster turn around time for content to be published.

I know that you 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 better quality content for our users.