

Our Documentation Value Chain



Intend to improve you Documentation Strategy

Call us for a free consultation

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The Aim of the Documentation value chain

Our aim is to coordinate between marketing efforts, marcom and technical information.

Give us 15 minutes to show you how to implement our documentation value chain to save money and time.

This innovative approach enables:

- Reuse of information
- Well-organized use of resources
- Working within deadlines and deliver products on schedule
- Delivering manuals on tight budgets
- Improve conversions

Organizing Vendors Documentation Kit Scheme

During the course of the product development the requirements for documentation must be considered too. The aim of the documentation kit is to the combine marketing efforts with aspects of technical content of the product.

Requirements must be analyzed to establish a documentation program for the product at an early stage of the development cycle to align marketing plan with documentation efforts. Marketing papers must be supported by technical data and manuals on the other hand manuals are also marketing tools.

Documentation timeline aligned with the development cycle can save time and money and enables reuse of information. The documentation timeline can be maintained by the technical writer or the product manager.

Product changes and version control must be an integrated part of the documentation cycle.

The documentation kit for a new product should include the following documents which are detailed further by contents and audience:

- Product brochure
- Website content

- Datasheet
- Sales presentation
- Setup and installation guide
- User's guide
- Maintenance guide
- Technical Manual
- Training kit

Type	Contents	Audience	Authors	Stakeholders
Product brochure	Short graphical presentation of the product highlights	Potential buyers	Marcom, technical writer graphics designer	Sales VP product manager
Website content	Web presence of the product	Web surfers	Marcom, technical writer	Sales VP product manager
Data sheet	Specifications of the product with application notes	Potential buyers	Technical writer	R&D leader product manager
Sales presentation	PowerPoint presentation of the product	Potential buyers	Technical writer	Sales VP product manager
Setup and installation guide	Set up and installation instructions	Installation team	Technical writer	R&D leader product manager
User's guide	Instructions how to operate the product	Users	Technical writer	R&D leader engineering team product manager
Maintenance guide	Description of the maintenance cycle	Technicians	Technical writer	R&D leader engineering team product manager
Technical Manual	Detailed system description	Technicians	Technical writer	R&D leader engineering team product
Training kit	Practical knowledge transfer for operators, users and technicians	Users Technicians	Technical writer/ Instructional designer	Product manager instructors with hands-on practice

Benefits of Documentation Value Chain:

- Document need analyzes to synchronize marketing papers and technical manuals with the development cycle
- Information mapping approach to reuse data and adhere to milestones to cut down documentation budget
- Single source methodology to publish anywhere
- Unique stylesheets to author structured documents

Document Work Cycle

Put in order your document kit ahead of time and use our **Documentation Value Chain** approach to ensure that all marketing and technical aspects of the documents fit together, are well written to transfer information and designed nicely to attract the reader.

To prepare all documents required we suggest the following flow:

- Analyze your audience to set documentation essentials
- Scan regulatory issues for compliance
- Set milestones and timeline
- Synchronize the timeline with the development cycle of the product
- Estimate resources for each milestone
- Prepare the budget
- Consider publishing methods
- Set up a document verification plan
- Maintain version control schema

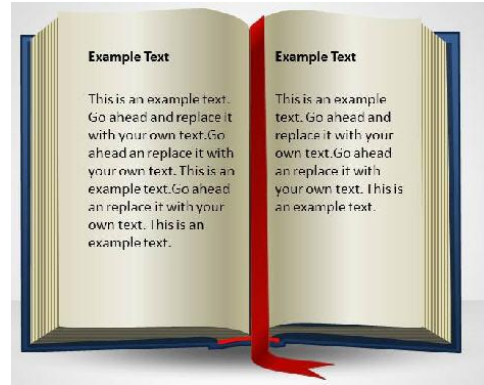
To organize your documentation kit, contact us for a free consultation session to show you how our **Documentation Value Chain** approach can answer all your questions to enhance you documents and manuals.

Send us a note techcom@netvision.net.il

Contact us via our website www.technicalcom.co.il

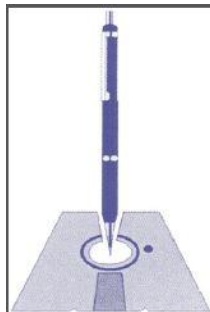


Before



After

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TECHNICAL COMMUNICATION



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