

(Internal Communication)

To: Tom Johnson, Operations Manager
From: Tracy Summers, Content Manager
Subject: Working Smarter with MadCap Flare

After our discussion on single sourcing, I started researching companies that were already using these processes. Many of them rely on a credible program called MadCap Flare (MCF), and I'm certain this program will benefit our organization too. I'm sharing the ways these companies use MCF, the benefits we will gain by using a single-source authoring tool, and a few suggestions on transitioning to a tool like MCF.

Several Companies use MCF. . .	To do this. . .
Microsoft	Create print and online documents for external clients
AthenaHealth	Produce monthly newsletters
Sprint	Collaborate throughout their organization

Benefits to Our Organization

- **Promotes Collaboration**– Writers across our organization could create content and share it with other departments. Imagine how much relief this effort would provide our training department. Instead of waiting for details to come to us, we could proactively read information created by other resources.
- **Saves Time**– Writers and trainers wouldn't duplicate efforts. Also, imagine the time we could save SMEs if they received less requests to review content (vs. constantly receiving requests from different departments for the same content).
- **Ensures Accuracy and Consistency**– Imagine how consistent the content would be if the original writer gained approval from SMEs, and then had a way to share that content. The shared content would become a resource for other writers and trainers (vs. writers and trainers deciphering complex details, and then writing their version of the content).

Suggestions for Transition

- **Training Phase I** (Train-the-Trainer): Select 2-3 team members to attend the MadCap Flare training sessions in Q1. (Cost = \$ █████ per person).
- **Training Phase II**: Let the Phase I group train the remaining writers and trainers.

One last point: Ideally, we want to transition to MCF prior to the next software release. Let's gain approval to **purchase MCF before November** to have it installed prior to the training in Q1.

I'll setup a meeting for next week so we can discuss the next step.

/ts