WHITE PAPER
Effective Use of Technical Writing and Business Support Services in Fluctuating Markets
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INTRODUCTION

Whether your technical business is growing by leaps and bounds or your sales have plummeted causing cutbacks and layoffs, how your technical documentation development and business support services are structured and managed is a key element to your business success.

Since Intellectual Property (IP) is the cornerstone of most technical businesses, having and managing qualified Subject Matter Experts (SMEs), who develop and manage IP, is mission critical and makes these SMEs precious resources. SMEs are normally full time employees who must remain focused on the critical technical tasks which drive the business.

SME SUPPORT SERVICES

Support services can optimize SME performance, bring your technology to market faster and reduce overhead cost. Technical and business operational efficiency can be improved if SMEs are provided resources to assist in technical documentation development and related business support for tasks such as:

- Document content development via SME interviews, briefings and analysis of technical info
- Document editing and formatting
- Development of technical manuals, procedures, papers, instructions and other documents
- Project document control
- Project and vendor management support
- Evaluation and development of quotations, proposals and contracts
- Business startup document and administrative support
- Business workflow evaluation
- Development of business procedures
- Scanning and document compilation
- On-demand printing and binding

BENEFITS

Many startup small or startup companies cannot afford to staff and maintain technical publications and business support departments. Even larger companies operating in fluctuating markets cannot not justify keeping these support functions permanently staffed.

Staffing and managing these support services in-house adds considerably to a business overhead. By establishing a relationship with a qualified provider of on-demand support services, key benefits can be realized.

- SMEs remain focused on mission critical tasks and don't get bogged down with documentation development and other business support requirements,
- Support staff overhead costs (office space, equipment, insurance, benefits, vacation and retirement funding) are reduced,
- Support staff size can adjusted up or down to match current business needs.
- With the use of experienced and highly qualified on-demand support services, time previously spent on managing or performing in-house support services can now be redirected to sales, customer service and other growth and revenue-generating activities.
- Small or startup companies can compete on a more level playing field with larger companies by using on-demand support services.

SUMMARY

Technical documentation development and business support often become crisis-driven activities absorbing key business resources and hindering business progress. Establishing a relationship with a qualified and dependable provider of on-demand technical documentation development and business support services will result in a lower cost of operation and allow the company SMEs to focus their valuable time on mission-critical activities.