

# Z AETRIC®

*Technical Writing, Business Support  
and Printing / Binding Services*



**Solving documentation challenges since 2000**

# TABLE OF CONTENTS

SUMMARY OF SERVICES.....	3
TECHNICAL WRITING .....	4
BUSINESS SUPPORT.....	5
INTERIM MANAGEMENT.....	6
CONTRACT MANAGEMENT .....	7
WORKFLOW EVALUATION.....	8
WORKFLOW EXAMPLE.....	9
CLASS SOCIETY CERTIFICATION MANAGEMENT .....	10
PRINTING & BINDING.....	11
SERVICES EXECUTION APPROACH.....	12



# SUMMARY OF SERVICES

## BACKGROUND

Founded in 2000 and headquartered in Houston, Texas, Zaetric provides documentation development, business support and printing/binding services.

Zaetric's services are structured to address our client's unique technical writing, business process and printing/binding challenges in the most cost effective manner possible. Zaetric services described in this brochure include:

**Technical writing** is the development of documentation containing the instructions, directions or explanation of a technical or business topic or process in clear and concise language, graphics and other supporting data. Technical writing tasks include:

- Interview subject matter experts (SMEs)
- Assist SMEs with content development, editing and formatting
- Develop fit-for-purpose technical or business documentation
- Compile manufacturing data books
- Manage project document control

**Business support** services help small to medium-sized companies with:

- Business startup document and administrative support
- Proposal, quotation and contract development
- Vendor and project management
- Business workflow, quotation and contracts; both evaluation and development
- Interim management
- Contract management
- Class Society certification management

**Printing/Binding** services include digital print-on-demand, binding in multiple styles to provide a world class presentation for your professional documentation. In addition, Zaetric designs and develops a wide variety of printed and bound marketing collateral.

## SERVICES BENEFITS

Technical documentation development, business support and printing/binding often become crisis-driven activities absorbing the client's key resources. Using Zaetric's experienced resources for these tasks allows the client's key resources to focus on other mission-critical activities. Zaetric services are structured to use on a "when and if needed" basis, resulting in a lower cost of operation versus the higher overhead cost of maintaining and managing internal document development, business support and printing/binding resources.

## CONFIDENTIALITY

Zaetric is committed to keeping the relationship with our clients and their intellectual property held in the strictest confidence.



# TECHNICAL WRITING

## SUMMARY

A technical writer documents, in clear and concise content and graphics, the instructions, directions or explanation for a technical or business subject. Technical writing is a specialized task requiring practiced attention to detail. Companies often have their technical professionals (aka subject matter experts or SMEs) perform technical writing. When Zaetric technical writers are used, SMEs can focus on other mission critical tasks.

Since 2000, Zaetric has provided comprehensive technical writing services. Although not SMEs or intellectual property developers, Zaetric technical writers have the industry experience necessary to understand and address our client's unique subject matter and technical documentation challenges.

Zaetric technical writers work with the client's subject matter experts (SMEs) and other staff to develop fit-for-purpose technical documentation which is compliant to client requirements including the applicable business, project, industry or regulatory standards.

## BENEFITS

Zaetric technical writing services have benefited our oil and gas clients in a variety of situations including:

- Met critical deadlines for technical documentation deliverables with dedicated technical writing services
- Provided technical writing services when SMEs or other staff members were overloaded
- Compiled content from multiple SMEs to read as if written by one author
- Checked and edited document punctuation, grammar, sentence structure and units of measure to ensure overall document readability
- Ensured document content and phraseology matched the intended readership
- Developed document templates and standards to ensure content consistency

## SUBJECT MATTER

Typical subject matter topics include:

- Oil and gas drilling and completions
- Engineering and scientific data
- Mechanical and electrical equipment
- Software
- Commercial (contract / proposal development / management / business startup)
- Project and vendor management process
- QA / HSE
- Operations and services (offshore & onshore)
- Manufacturing and fabrication
- Event or accident investigation
- Lessons learned

## APPROACH

After the client's documentation needs and goals are identified in a clear scope of work, Zaetric technical writers collect subject matter through interviews with SMEs or other collection methods and create the document. The finished document is reviewed and approved by the SME. The client is kept apprised of the work status on a regular basis.

## DOCUMENT TYPES

Zaetric's technical writing services develop, merge, format, edit, maintain and manage a wide variety of documentation types depending on the client's specific business or project needs including but not limited to:

- Manuals & handbooks
- Contracts & proposals
- Quotations
- Reports
- Procedures & policies
- Guidelines & instructions
- Help docs & user guides
- Specifications
- Drilling programs
- Completion programs
- Project execution plans
- Business plans
- Workflow diagrams
- Process diagrams
- Functional design specs
- Lessons learned



# BUSINESS SUPPORT

## SUMMARY

Small to medium-sized companies often face business challenges on business topics with a strong technical element and relation to their business operations. Zaetric offers support in the form of evaluation, development or management services in, but not limited to, the following business areas:

- Business workflow, processes and procedures
- Proposals, quotations and contracts
- Vendor and project management processes
- Business startup documents and administrative support

## BUSINESS WORKFLOW, PROCESSES AND PROCEDURES

For business areas which may be inefficient or underperforming, a Zaetric business specialist will evaluate that business area and offer a comprehensive report to management detailing its findings and recommendations to increase performance and efficiency. The approved recommendations will be implemented, procedures developed and personnel trained to improve performance of the business area.

## PROPOSALS, QUOTATIONS AND CONTRACTS

Zaetric offers business process support and business analyses to review, develop, edit, manage and administer proposals, quotations and contracts. Zaetric business specialists will:

- Develop proposals, quotations and contracts by compiling and editing information and data from client or 3rd party personnel
- Review incoming proposals and quotations against project and internal procurement requirements and develop reports with findings and recommendations
- Develop process, work instructions and training documents to guide the development, workflow and management of proposals, quotations and contracts, then train client staff as required

## VENDOR AND PROJECT MANAGEMENT PROCESSES

Zaetric provides services to small and medium-sized companies to evaluate their vendor or project management process against internal goals, contract requirements, quality system policies, best practices or other requirements. Zaetric's evaluation includes an in-depth examination of the process requirements, personnel involved, workflow and required documents. Some projects may have contractually mandated vendor or project management processes. Zaetric's evaluation includes a comprehensive process report including any recommended improvements. Zaetric develops key documents used in the vendor and project management process based on the client's individual needs. Typical documents related to this topic include:

- Project execution plans
- Resource & quality plans
- Factory acceptance test procedures
- Vendor qualification checklists
- Workflow diagrams & instructions
- Vendor management checklists
- Inspection forms and checklists
- Project document management instructions
- Vendor surveillance procedures
- Deliverable documentation workflow

## BUSINESS STARTUP DOCUMENTS AND ADMINISTRATIVE SUPPORT

Zaetric helps small business owners work through the process of business startup including developing the documentation required. Typical support related to this topic includes:

- Business plan development
- Company formation paperwork
- Business process workflow
- Business facility location
- Job description development
- Find startup personnel
- Interim management support
- Operating procedures development

For domestic and foreign companies desiring to establish a business presence in Houston without the initial cost of maintaining an office or personnel, Zaetric offers the following services:

- Perform business errands or arrange delivery services
- Attend meetings on behalf of clients
- Gather project, vendor and business information
- Locate and qualify various local services
- Assist with conference and meeting setup



# INTERIM MANAGEMENT

## SUMMARY

Mergers and acquisitions, business startups, sabbaticals, creation of new business units, illness/death at leadership levels or other situations can create the need for a skilled temporary management solution. Zaetric's Interim Management services offer a qualified solution during these periods of crisis, transition, growth or change. Zaetric Interim Management services are provided by personnel with an industry proven track record in technical and management roles.

## BENEFITS OF INTERIM MANAGEMENT

An Interim Management Consultant (IMC) provides multiple benefits to company owners and stakeholders including:

- Applications of a fresh skill set that may not have been previously available to the organization
- Diverse experience to facilitate immediate impacts with minimal training or acclimation to the company's business processes
- With no cultural or political predispositions, IMCs are objective thinkers whose guidelines are clear and focused on what is best to meet the company's goals and objectives
- Being temporary allows the IMC to work with the current management without fears of job security arising among company personnel
- The IMC can be put into place almost immediately where vetting a permanent manager is usually a long process
- IMCs maintain high professional standards and rely on good referrals for future business unlike temporary workers looking for transition to permanent employment or a long term assignment

## INTERIM MANAGEMENT APPROACH

Interim Management services offered by Zaetric follow a 3-step approach; 1) starting the relationship, 2) performing the task and 3) exiting the organization.

- Starting the relationship – The client and the IMC discuss the company's interim management requirement and the IMCs background in enough detail for the client to decide whether or not to engage the IMC. This initial step may involve some level of detailed assessment of both the company's requirements and expectations and the IMC's background and suitability for the work required. Should the client decide the IMC's qualifications are not a good fit for the business situation, drawing from Zaetric's network of industry professionals, the IMC can assist the client in locating a satisfactory interim management resource.
- Performing the task – The IMC normally researches the business situation including client goals and objectives, then develops and seeks client buy-in to an execution plan. The IMC performs the management work using the execution plan as a guide. Progress is reported against the execution plan and amendments to the plan are made and approved if requirements to meet the goals and objectives change. Depending on the situation, the IMC will apply as much hands-on management as needed and acceptable to the client to meet the goals and objectives of the execution plan. Each company situation including its goals and objectives is different, making the execution plan and level of IMC involvement custom for each business situation.
- Exiting the organization – Once the IMC and client agree the goals and objectives of the execution plan have been met, the IMC develops a handover strategy to allow the organization to transition from interim to self-management. This handover may involve identifying and/or sourcing a management successor, preparing and implementing successor training, sharing lessons learned experiences, development of management and/or operating procedures or other management-related tasks deemed necessary by the client. In some situations after exiting the organization, IMCs are engaged on an ad hoc basis to address unique management challenges or business support requirements that may arise.



# CONTRACT MANAGEMENT

## SUMMARY

A good contract is the foundation of a profitable business transaction and must clearly define the technical scope and administer the terms and conditions of the work, risk transfer strategy and other commercial issues. Zaetric offers contract management services in the following areas:

## CONTRACT REVIEW AND NEGOTIATION

Contract risk is reduced by thoroughly reviewing and negotiating the contract's terms and conditions. Zaetric personnel have extensive knowledge of contracts and their negotiation, implementation and administration and can:

- Review contracts and provide a written assessment of deliverables and risks
- Evaluate how contracts are currently reviewed, and recommend improvements
- Develop new or improve existing procedures for reviewing contracts and provide staff training
- Assist with contractual negotiations
- Establish procedures and tools to identify contract deliverables and deviations from company policy, and recommend suitable courses of action

## CONTRACT DEVELOPMENT

Properly developed and administered contracts control costs, help keep jobs on schedule and reduce exposure to commercial risks. Zaetric will assist with contract development, implementation and contract management with the following services:

- Evaluate current contracting procedures and offer suggestions for improvement
- Provide staff training in contract law, contractual risk transfer, intellectual property, labor law and related topics
- Develop a system of tools to identify, monitor, report and manage key contract obligations, such as indemnities, insurance, warranty, delivery terms, taxes & duties, liquidated damages, governing law, force majeure, title transfer, risk of loss, financial performance instruments and others
- Formulate standard contract language
- Computerize the preparation and storage of contracts and supporting documentation
- Establish policy & procedure for developing and administering contracts, including worksite guidelines on administering contracts
- Implement contracting systems and policies, provide training, monitor performance and critique ongoing performance

## ESTABLISH CONTRACT STANDARDS

Standardizing contractual documentation can reduce your company's operating risk and improve profits by increasing visibility, and establish better control over the contracted goods or services. Zaetric will analyze your business operation and review the type and content of your current contractual documentation. This includes reviewing terms and conditions, risk mitigation, legal and business clauses with recommendations on improving clarity and standardizing contractual language and format. Zaetric can create and implement PC-based business systems for developing and administering contractual documentation. Examples of typical contractual documentation are as follows:

- Fabrication & Service Contracts
- Agreement for Consulting Services
- Purchase Order Terms & Conditions
- Procurement & Sales Contracts
- RFPs & RFQs
- Letters of Intent / Agreement
- Proposal Terms & Conditions
- Agency or Representative Agreements
- Licensing Agreements
- Confidentiality & IP Agreements
- Joint Venture Agreements

## CHANGE ORDER MANAGEMENT / CONTROL

How change orders are handled affect profitability. Zaetric can create or improve change order management practices by:

- Offering critical analysis of existing change order procedures
- Creating the necessary procedures to identify, report, evaluate, process, control and monitor changes to a contract
- Establishing a management matrix identifying approval levels for the various changes and/or deviations to a contract

# WORKFLOW EVALUATION

## SUMMARY

Zaetric offers services to evaluate and improve the efficiency of technical and business operations. We will ensure your technical and business procedures are current and structured to meet the company's goals. Evaluation topics typically include project management, document development and workflow, procurement, contracts, quotations, and vendor management. Zaetric's approach to achieving efficiency is structured as required for each business situation but involves varying degrees of; Process Evaluation, Lessons Learned, Change Implementation and Training.

## PROCESS EVALUATION

Business administration efficiency is a major success factor. Depending on individual requirements, a combination of the following methods will be used to analyze the business operation with the intent of improving efficiency.

- Analyze how your business is run; including work product, business climate, personnel qualifications/attitudes and client and/or industry/regulatory requirements
- Review the roles and responsibilities of company personnel
- Recommend strategies to improve or introduce new business practices
- Implement recommendations – train as required
- Monitor and report on the effectiveness of the changes and recommend additional strategies if necessary
- Evaluate a business's efficiency on behalf of investors

## LESSONS LEARNED

A comprehensive Lessons Learned System (LLS) is a valuable strategy and business tool that can save labor by providing the tools to learn and plan from past mistakes or achievements and guard against repeating past mistakes. The term 'lessons learned' refers to experience or insight, either positive or negative, which can be used to improve future performance. The LLS uses an interactive, objective data system to determine and communicate logical, causal facts and response solutions, making them easy to access and understand. To either analyze or implement 'lessons learned' in your organization, Zaetric will:

- Evaluate your current operation, including analyzing "past mistakes" and "past solutions"
- Assist with the setting up a comprehensive Lessons Learned System, including contracting third party specialists if necessary
- Establish management procedures for using the system
- Assure that the system has the ability to deal with only causal facts in an objective, not subjective, manner

## CHANGE IMPLEMENTATION

Resistance to change is a normal human characteristic, which can be managed and overcome when handled correctly. In providing Change Implementation support Zaetric will:

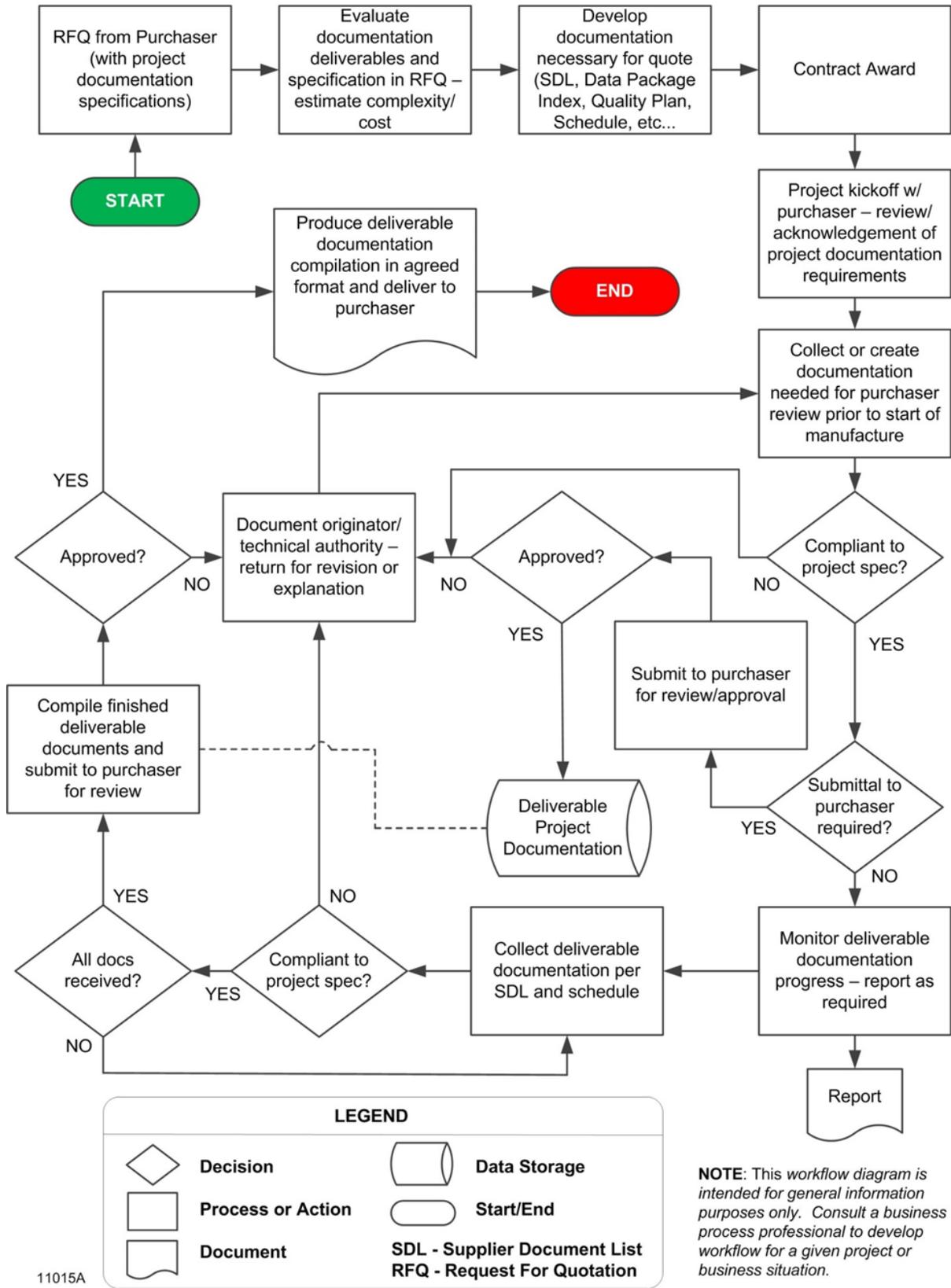
- Evaluate the culture and structure of the department or whole organization
- Assess personnel ability
- Recommend changes to improve efficiency
- Introduce new concepts and help personnel "buy into" changes
- Establish practices that allow steering committees and task teams to focus on possibilities rather than obstacles
- Develop and conduct change-acceptance training
- Monitor the implementation of the changes, provide feedback and guidance

## TRAINING

A qualified and trained staff, working within clearly defined parameters, can eliminate duplicated effort, improve efficiency and boost company profits. Zaetric training support will:

- Evaluate how the business operates and make staffing recommendations
- Develop detailed job descriptions
- Manage a personnel search, liaising with professional recruitment agencies when necessary
- Review candidates' qualifications
- Setup interview panels to screen candidates
- Develop employee policies and handbooks
- Train new or existing human resources personnel
- Develop and conduct in-house training for company-specific business issues
- Conduct customized training using third party specialists

# WORKFLOW EXAMPLE



**LEGEND**

	<b>Decision</b>		<b>Data Storage</b>
	<b>Process or Action</b>		<b>Start/End</b>
	<b>Document</b>	<b>SDL - Supplier Document List</b>	
		<b>RFQ - Request For Quotation</b>	

**NOTE:** This workflow diagram is intended for general information purposes only. Consult a business process professional to develop workflow for a given project or business situation.

11015A

# CLASS SOCIETY CERTIFICATION MANAGEMENT

## SUMMARY

For product manufacturers, obtaining class society certifications can be very labor intensive as well as time consuming and involves the interpretation of and adherence to multiple sets of rules, regulations and instructions. Zaetric Certification Management Services eases the burden on product manufacturers by managing the certification process and handling the interface and requisite documentation with Classification Societies (ABS, DNV•GL, etc) and regulatory authorities (USCG) related to:

- Type Approval applications, renewals and amendments
- Unit certifications and Case-by-Case design reviews
- USCG CFR compliance for equipment used on US flagged vessels operating in the Gulf of Mexico

Additionally, for manufacturers exporting products to countries requiring CE Marking, Zaetric can manage that process and its required documentation.

In providing Certification Management Services, Zaetric works with the client's technical personnel and uses the client's intellectual property to plan and execute the most cost effective and timely solution to obtain the level of certification required.

## BENEFITS OF ZAETRIC CERTIFICATION MANAGEMENT SERVICES

- Reduce technical staff work load in the certification process allowing their focus to be on other mission critical work
- Clear and concise status communications provided throughout the certification process
- Obtain product certification to meet both existing and optional designs

## CLASS SOCIETIES AND REGULATORY AUTHORITIES

Following the services approach explained below, Zaetric Certification Management Services address certifications and compliance to:

- ABS Type Approval or Unit Certification
- DNV•GL Type Approval or Case-by-Case design approval
- USCG NVIC 10-82 / 10-92 work with ABS involvement
- CE Marking (rules, directives, self-certification v. NOBO, technical files, declaration of conformity, etc)

## SERVICES APPROACH

Zaetric Certification Management Services provide assistance to help equipment manufacturers navigate the myriad of rules, regulations, and requirements in order to obtain the desired certification. The approach Zaetric uses to achieve the class or regulatory certification is characterized by:

- An experienced technical design professional studying the product design and desired certification goal and confirming the relevant standards that must be met to achieve that certification
- Developing an approval process execution plan detailing the steps and resources necessary to obtain the certification action required
- Interviewing client subject matter experts (SMEs) and gathering the intellectual property and relevant documentation and drawings necessary for the approval process
- Developing the SME data into the documentation form necessary for submittal to the Class Society or Regulatory Authority
- Maintaining active liaison with Class Society through the entire process and reporting on this activity
- Translating Class Society requirements and jargon into plain English
- Dealing as needed with questions and requested clarifications from the Class Society or Regulatory Authority in a prompt and transparent manner



# PRINTING & BINDING

## SUMMARY

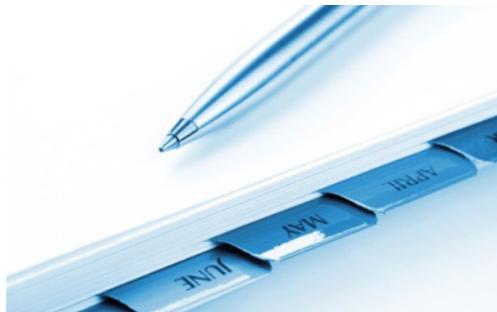
Zaetric offers fully customizable, in-house printing and binding services which produce professional-class printed and bound documents, digital disks and USB drives as well as marketing collateral such as journals, pads and other custom items. Since all work is done in-house, we control the quality and schedule of the printing and binding services. We will deliver your printed, bound and packaged documents or digital material to its final destination in the most expedient manner possible.

## BENEFITS OF ZAETRIC'S PRINTING & BINDING SERVICES:

- Print-on-demand – cost effective for low to medium quantities (10 to 2,000)
- Broad range of binding styles, sizes and materials
- Publication materials maintained in stock
- Digitalization of manufacturing or project data books
- Fast turnaround – weekend work if required, at no extra cost
- Content changes and revisions are easily performed
- Turnkey approach from printing to binding to packaging and delivery to the final destination

## OUR PRINTING AND BINDING SERVICES:

- Print on Demand - the right solution for projects that require a specific format or content, frequent changes and fast delivery. Digital printing is ideal for short document life cycles and documentation that becomes obsolete quickly due to content changes. The turnaround time for digitally printed documents is much faster than offset printing which requires costly setup and large quantities to be cost effective.
- Material - Zaetric maintains adequate inventory of printing, binding and digital publication materials to address urgent delivery demands.
- Binding styles - includes plastic coil, GBC (comb), stapled (booklet), 3 or 4-ring presentation D-ring binders, perfect binding and hard cover. Custom binding styles can be considered.
- Sizes - printing and binding is offered in US, metric or custom sizes including wall posters, up to 42" width.
- Stock – a variety of paper and synthetic mediums in a wide selection of sizes, weights and finishes are offered.
- Data book compilation – we collect, organize, compile, verify, scan and publish manufacturing or project data books in pdf and/or hardcopy format.
- Marketing collateral design – we work closely with the client to design, print, package and ship custom marketing collateral including journals, grid or note pads, calendars, flyers, line sheets, brochures, etc...
- Digital publication – our services include: CD / DVD / USB stick burning and label/disc printing, auto-run menu development and pdf merging, linking and formatting.
- Document index tabs – we offer thumb cut, stepped index or multi-cut index tabs with custom text or graphics printed and tab surfaces protected with thermally-set mylar laminate.
- Document laminating – various sizes and weights of heat-set, water resistant lamination are offered along with various binding options for multi-sheet document sets.
- Post-printing finishing – our finishing services include: automatic creasing/folding, perforating, corner rounding, corner crimped protectors, grommets, gluing, padding and custom cutting.
- Packaging and shipping – our printed or digital products can be covered in shrink wrap and/or bubble wrap, packaged and delivered to any destination worldwide.



## SERVICES EXECUTION APPROACH

Each client's technical writing, business process or printing and binding challenges are unique in scope and variables. Resource skills required, timeline requirements, work product requirements, project or business process or management challenges encountered, desired outcomes and other relevant factors are evaluated. Our project approach is structured to provide a work product that is fit-for-purpose and delivered on a "*time is of the essence*" basis.

Our technical writing services use the minimum resources necessary and limited client technical oversight to produce the final work product. Zaetric performs the often burdensome task of document development or merging and evaluating the document's information and data to produce the desired results.

Zaetric business process services thoroughly analyze the business area identified and produce a detailed report including recommendations. We then offer qualified resources to carry out the recommended business support services.

Zaetric services are provided on-site, or remotely, and are applied on a strict as-needed basis. By using Zaetric's services, your key technical staff will be able to spend more time applying their core competencies to other mission critical activities.



# Z AETRIC®



Zaetric Business Solutions. LLC  
27350 Blueberry Hill, Suite 14  
Conroe, Texas 77385  
281-298-1878  
[inquiries@zaetric.com](mailto:inquiries@zaetric.com)  
[www.zaetric.com](http://www.zaetric.com)