White Paper

Effective Use of Technical Documentation Development and Business Support Services in Trending Markets

Author: David Woody – ZAETRIC©

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.

Intellectual Property (IP) is the cornerstone of most technical businesses. The role of your qualified Subject Matter Experts (SMEs) to develop/manage the use of your IP is mission critical. SMEs are valuable resources and are normally full time employees who must remain focused on the critical technical tasks which drive the business.

SUPPORT SERVICES

Use of outside on-demand technical documentation and business support services will improve overall business performance, bring your technology to market faster and reduce overhead cost. SME and business operational efficiency will be improved 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 and management
- 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 small or startup companies cannot afford to staff and maintain technical publications and business support services. Even larger companies, trying to remain competitive in fluctuating markets, are finding it is financially and logistically inefficient to keep business support functions permanently staffed.

Staffing and managing these support services in-house can add considerably to your business overhead and reduce profit margins. By establishing a relationship with a qualified outside provider of on-demand support services, key operational and financial benefits can be realized.

- With the aid of on-demand support specialists, SMEs remain focused on mission critical tasks and don't become bogged down with documentation development and other business support requirements, and
- The cost of equipment, insurance, benefits, vacation and retirement funding if permanent employees performed these tasks, is eliminated by using on-demand support services, and
- On-demand support staff size can easily be adjusted up or down to match fluctuating business needs, and
- With the use of experienced and highly qualified on-demand support services, permanent staff's time previously spent on managing or performing in-house support services can now be redirected to sales, customer service and other growth or revenue-generating activities, and
- Small or startup companies can afford to compete on a more level playing field with larger companies by using on-demand support services.

SUMMARY

Technical documentation development and business support requirements often become crisis-driven activities absorbing your key business resources, hindering business progress and impacting schedules. Establishing a relationship with a qualified and dependable outside 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.