



Why You Can't Afford NOT to Do Technical Documentation

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Shoap Technical Services

- 20 years technical writing experience
- ATDC partner vendor
- Specialties
 - Technical specifications
 - User-facing documentation
 - Training materials





Overview

- What is documentation?
- Why companies don't do documentation
- Why companies should
- Internal/External Resources
- Case study



What is documentation?

- Functional Requirements Specifications
- User Guides
- Implementation Guides
- Training materials
- On-line help
- Quick Reference Guides



Why Companies Don't Do Documentation

- Time
- Money
- Personnel



Why Companies Should Do Documentation

- Marketing/Sales Support
- Customer Support
- Employee Training
- Compliance



Marketing/Sales Support

- Professionally produced materials
 - Reflection of company
- Complete package
 - Specifications, User Guides, Training
- Sales force education
 - More effective presentations



Customer Support

- Technical resource availability
- Support calls
- Customer satisfaction
- Head count



Employee Training

- Employee turnover
- New employee training
- Job satisfaction



Compliance

- Sarbanes-Oxley
- FDA
- Contractual obligations



Internal Documentation Resource

- Advantages
 - Product knowledge
 - Additional resource
- Disadvantages
 - Head count
 - Documentation cycles
 - Single resource

External Documentation Resource



- Advantages
 - Documentation cycles
 - Scheduling
 - Multiple resource availability
- Disadvantages
 - Product knowledge



Case Study

- Brief History
- Problems and Pain
- Solution
- Results/Savings



Conclusion

- Can't afford not to do it
- Make it part of your development plan
- Don't wait 'till it's too late



Q/A

- Questions