

# Klariti Writing Services

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When words count, count on us.

2004

## **Technical Documentation.**

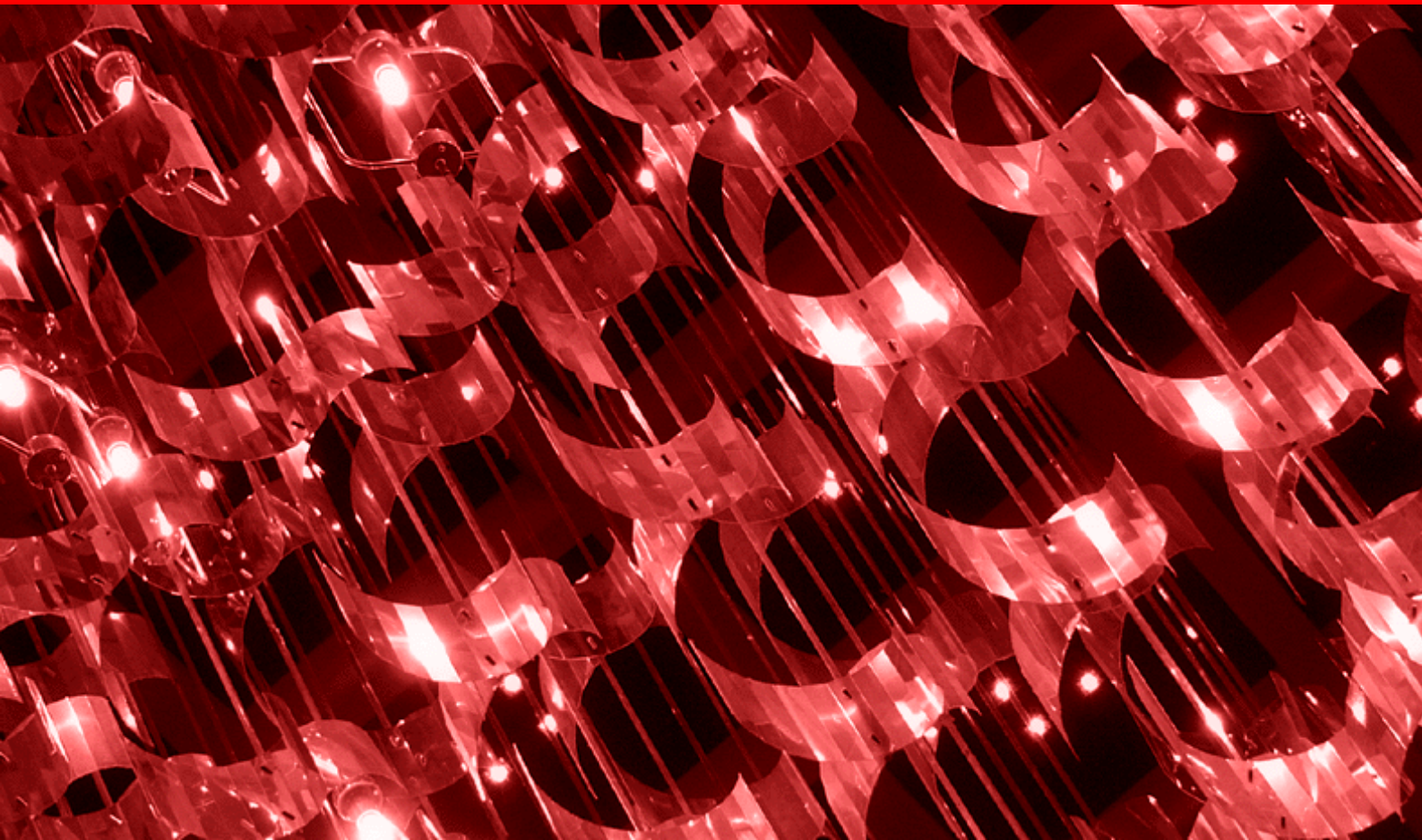
→ User Guides. Online Help. Training Materials. Tutorials. Visio Process. Information Mapping. Administrator Guides. Product Documents.

## **HR. Sales& Marketing. Quality Assurance.**

→ HR Handbooks. Policies & Procedures. Quality Assurance Manuals. White Papers. Case studies. Datasheets. Style Guides.

## **Business Development and Proposals.**

→ Proposals. Reports. Expressions of Interest. Competitive Analysis. Corporate Identity. Templates. Presentations.



# Your Questions Answered

## → What do Klariti Writing Services provide?

Klariti Writing Services provide SMEs with an experienced writer who will create accurate technical documentation, produce compelling proposals, define HR guides, and deliver an extensive range of executive-level documents.

Whether you're looking to outsource, or need support for a critical project, we can provide the right mix of services to make your project run that bit smoother.



*With close to 15 years in the documentation industry, we offer high-quality material that will meet your objectives, schedule—and suit your budget!*

We offer more than textbook knowledge of: architecture and systems engineering principles, development methodologies, quality assurance, testing, deployment, and programming languages like Java, Web Services, XML, SQL and UML.

Field	Most requested documents
Technical Documentation	User Guides, Reference Manuals, Training, Tutorials, Installation and Programming Guides.
Proposal Development	Bid Planning, Proposal Management, Request for Proposals, Evaluation, Expressions of Interest.
Sales / Management	White Papers, Policy & Procedure Manuals, Quality Manuals, Product Brochures, Reports.

## → Fixed Costs

We make your budget-planning easy by creating professional documentation for a fixed cost. We'll work with you to scope the project, estimate the workload, and then agree on a fixed cost. In this way, you can plan your project with the confidence that it will come in on budget.

## Why do I need Klariti?

Few things are more damaging than a typo on an expensive brochure. I find these slip-ups and ensure that they never embarrass you. Your competitors have invested heavily in promoting their products and services. Professional looking sales material is an inexpensive way to make your presence felt — don't get overlooked!

Poor quality sales material can do more damage than having none at all, while high-impact proposals, marketing collateral and presentations give you an extra edge.

- **Remember:** hard-to-use manuals will frustrate customers, while small inaccuracies reflect poorly on your product, regardless of its technical merit.

And though no-one intends to write poor manuals, inexperienced writers can underestimate the knowledge required to produce such material. That's where we come in!

### → Size doesn't matter

Small jobs, large jobs—no problem! We can take care of those 'last-minute' projects for you, so you can utilize your staff more productively. For example, when responding to a very convoluted proposal or preparing for a major trade show, we can help by adding that extra bit of support, just when you need it!

We can help you create a successful proposal, online help system, white paper, training guide, or user manual. Just tell us what you'd like and we'll deliver.

### → Speciality Areas

Based on projects in the US, UK, Europe, and China, we've accumulated experience in many specialist fields:

Government	Identification	Traceability	CRM
Banking	Microchips	Smart Cards	Standards
Aviation	Workflow	Networking	Security

## What can Klariti really provide?

My role as General Manager of Klariti Writing Services draws on fifteen years of experience in technical documentation, desktop publishing, and business writing. Here are some of the services I can offer you:

Writing Services	What you get...
Technical Documents	You'll receive accurate and top-quality documents that your clients will value and your staff can easily update.
HR / Management	Effective HR Handbooks, Policy and Procedure Manuals, Quality Assurance Manuals, Standard Operating Procedures, and Assessment Tests.
Proposal Development	An experienced proposal writer who has written successful proposals for Irish, UK and EU tenders. Awards exceeded the 5 million Euro mark.
Proposal Evaluation	For the Irish Government, I've evaluated proposals from some of the world's largest consultancies.
Sales & Marketing	Track-record of developing white papers, case studies, and position papers for <b>Intel's Solutions Blueprint</b> program, the European Union, and industry publications, such as BYTE, SitePoint and Grid Today.
Template Design	Stylish Microsoft Word templates contribute to the quality of your sales material and enhance your company's image. Style Guides and Corporate Standards can serve to reinforce these internally.
Training	Individual or classroom workshops for Technical Documentation, Business Writing, Proposal Development, DTP, MS Word, and Adobe products.

We interpret complex technologies into simple, understandable text and develop **'theme-based'** proposals that fast-track you onto the evaluator's shortlist.

## Some More Good Reasons...

Reason	How you benefit
Expertise	If you don't have an in-house writer, why not let us bring our experience on-board. Delegating writing tasks to programmers is often a 'quick fix', but will disrupt the project schedule and could have damaging effects in the long run.
Avoid Interruptions	<p>Programmers don't want to write; they want to code! Customers who read their documentation often become confused and lose confidence in your products.</p> <p>By hiring us, your team can remain focussed and avoid interruptions to their schedules, deadlines, and productivity.</p>
Budget	<p>When budget are tight, you can prepare draft documents and pass them over to us.</p> <p>We'll sharpen them up, polish the edges, and return sharp-looking business documents and accurate technical guides.</p>
Tools	For some projects, you may need industry-standard tools such as, Adobe FrameMaker. As we have these, you don't have to purchase these expensive licences.

We've developed technical information for users of varying skill-sets, from novices to subject matter experts.

Users of our documentation include CEOs, Finance Directors, Investors, Marketing Executives, HR Managers, Software Developers and, most importantly, the Customer!

## Some of our clients

In the last two years alone, I've provided products and services to companies in Ireland, the US and Germany. Here's a partial client list...

AIB	Lucom GmbH	Dept. of Marine	European Union
Microsoft	HP	Intel	Bearing Point
Bank of Ireland	Web MD	BYTE	Apple
Ernst & Young	Texaco	Red Cross	Met Life

## Interested?

Talking is free! Call me at 086-0886-349 and let's see what needs the most attention right now! Or visit us on the web.

How to Write a Great Case Study

<http://www.klariti.com/case-study/index.shtml>

Using White Papers for Strategic Advantage

<http://www.klariti.com/business-writing/White-Papers-Strategic-Advantage.shtml>

Special Report: "IT Solutions for the Sarbanes Oxley"

<http://www.sarbanes-oxley-compliance-software.com>

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