

Beautifully formatted documents first time, every time!

“We help our clients to concentrate on creating content”

Our client’s challenge

Our client was looking for a way of producing professional technical reports without spending endless unproductive hours battling with styles and formatting.

The reports they deliver to their clients are often large and contain many pictures. They were using Microsoft Word and as the reports contain a great deal of standard text their usual method of producing new reports was to save a previous report and edit it to replace the client specific text and pictures.

“a method of reusing the many standard fragments of text...”

What they wanted to achieve:

- ♦ a quick and easy way to produce corruption free, formatted documents first time, every time
- ♦ to concentrate on creating the new content without the risk of leaving another client’s details in the new report
- ♦ a method of reusing the many standard fragments of text that require no changes or only minimal changes
- ♦ a way of quickly and consistently resizing the pictures in their reports
- ♦ a new look and feel for their reports
- ♦ a system that could grow with their business when they recruit additional staff.

About Author-it

Author-it is a single-source content management system. You create content for reuse within and across projects to reduce maintenance, minimise errors, eliminate duplication and significantly reduce the time you spend reviewing and reworking your content. You can publish from a single source to print, online help and web formats.

The solution

Step 1 - Content Chameleon carried out a comprehensive review of their requirements and delivered a Review and Recommendations Report to their client.

The report contained a number of different solutions. The client opted to ask Content Chameleon to implement Author-it, create a library for them with all the required objects and templates and train them to use Author-it to produce their reports.

Step 2 - the implementation - we:

- ♦ designed and created a new look and feel for their reports
- ♦ created an Author-it Library
- ♦ set up an appropriate structure
- ♦ created appropriate objects and templates in the client’s library
- ♦ imported all the relevant legacy Word documents so that we could organise the standard text into specific folders for easy reuse.
- ♦ created appropriate variables, for example <client>, <product>
- ♦ set up the security permissions and release states to protect the standard text.

“...created appropriate objects and templates in the client’s library.”

Step 3 - the training - we:

- ♦ created a separate client specific Author-it Training Library
- ♦ delivered an initial half-day one-to-one training session
- ♦ delivered a follow-up half-day one-to-one training session
- ♦ provided telephone support for two weeks.

The benefits

“I can now concentrate entirely on content and the formatting sorts itself out without any input from me. This allows me to concentrate on the message I want to give to my customers. I reckon I have reduced the time it takes me to produce my technical reports by at least 50%.”

The client benefits include:

- ♦ A professional new look and feel to their technical reports
- ♦ Hassle free report writing, concentrating on content not formatting
- ♦ An easy and safe way of reusing standard text
- ♦ An efficient way of replacing changeable text
- ♦ A quick and easy way of resizing pictures
- ♦ A system that can be used for collaborative authoring of their reports.

“I am very pleased with the ongoing support I get from Content Chameleon.”



Author-it website www.authorit.com

Visit our website at www.contentchameleon.co.uk, email us at info@contentchameleon.co.uk

or to speak to a Content Chameleon Adviser call us on **0208 778 4998**