



MadCap Case Study

Flare provides writers with the technology they need to stay competitive at a fraction of the price of other tools

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Company Background

StaffTechs is an award-winning business that provides staff augmentation and outsourcing, based in Knoxville, Tennessee. Established in 1997, the Company specializes in recruiting and human resources (HR) services, combined with contracts and other business in governmental and commercial sectors. In addition, the Company provides non-contingent, long-term and temporary staff placements, temp-to-hire and direct-hire positions for various levels of skilled field employees for the Information Technology (IT) and Information Systems (IS) industries.



Situation

Many of the Company's existing Web-based training courses needed to be updated. Before updating existing and future training courses, such as the time tracking system training, sexual harassment training course, the recruiting plan and the Company computer usage training course, StaffTechs searched for a XML-based Help authoring tool.

Solution

StaffTechs chose XML-based MadCap Flare. Many industry professionals view XML-based Help authoring as the most inventive alternative for companies transitioning away from HTML. The introduction of Flare provided a groundbreaking new visual editor, with options including customizing authoring environment, opening multiple documents simultaneously for cross-editing, designing browse sequences visually with a simple drag-and-drop, auto-numbering and accessing the XML structure of your documents in a comfortable WYSIWYG environment.

Most XML programs were being designed for programmers, but not necessarily for writers. In addition, the cost had been very expensive. Flare provided a comfortable transition for former HTML authoring professionals. The product is designed for writers with tasks and goals in mind. All of the content is transparent during the authoring process. In addition, the product empowers technical writers, Help authors and other documentation professionals to

compose content in XML format without requiring knowledge of the XML language or programming.

Benefits

One of the biggest advantages to using Flare is not only writing training courses and proposals, but also online procedure manuals and departmental training. The product assists copywriters with having a delivery mechanism that provides rapid retrieval for online users. When a writer composes a large document and needs assistance finding an index term, Flare provides an instantaneous guide to assist the author with finding a specified subject.

Users of the product can import existing content from different sources, including Microsoft Word, HTML, RoboHelp and existing HTML Help projects. The product converts each to XML format, including direct HTML to XHTML conversion. In addition, content can be created, edited and enhanced using the visual editor, conditional tags and variables allowing authors to easily repurpose content and automated wizards making it simpler to create a Table of Contents, Index and Search. With all of these features at a fraction of the price of other tools, Flare provides writers with the technology they need to stay competitive.