Technical Communications Consulting, Inc
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Technical Communications Consulting, Inc.
Services and Capabilities Statement

Overview
Five Service Categories

Technical Communications Consulting, Inc. (TCC) provides informational, instructional, and technical marketing communications to help companies deliver, market, and support their products.

- Product Manuals, Online Help, and Quick Reference Guides
- Instructional Design and Training Module Development
- Product Data Sheets, Technical Sales Training Materials, and Collateral
- FAQs and Troubleshooting Guides
- Documentation and Training Project Management

Andi Dunn, TCC's President, is a communications manager with 20 years of experience in the analysis, design, and development of technical and instructional communications. She holds a Ph.D. from the University of Illinois and has worked in the engineering, telecommunications, and financial industries. Dr. Dunn founded Technical Communications Consulting, Inc. in 2001.

Capabilities
Best Practices to Meet Project Requirements

Usable Information Design
TCC's accessible screen and document designs minimize cognitive load and enable users to find what they are looking for. After the design is approved, TCC automates the design by creating page layout templates.

Collaborative Development Process
TCC believes that effective communications result from collaboration between sponsors, stakeholders, and communicators. TCC facilitates this collaboration using a multi-stage project process that includes review, revision, and approval.

Single-source Publishing
TCC saves clients money by finding opportunities to create multiple publications from one electronic content source. If single-sourcing makes sense, TCC sets up the single-source content management and publishing system.

Quality Writing
TCC's quality control process ensures that all deliverables contain clear writing that is appropriate for the audience, medium, and purpose. TCC creates style guides and glossaries for each project, and an editor reviews all deliverables. TCC consultants are trained users of the Information Mapping methodology and templates.

Tools
Leading Technical and Business Communications Tools

- Microsoft Office, including Visio 2007
- RoboHelp
- MadCap Flare
- Adobe Captivate
- SnagIt
- Adobe Creative Suite
- Vasont
- XMetaL Author
- GotoMeeting

Certifications
TCC is certified as a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council and as a Female Business Enterprise (FBE) by the State of Illinois.

Industry Codes
NAICS: 711510 (Independent Artists, Writers, and Performers), 611420 (Computer Training), 611430 (Professional and Management Development Training), 541512 (Computer Systems Design Services), 561410 (Document Preparation Services)
SIC: 89990306 (Technical Writing), 89999905 (Technical Manual Preparation), 87420206 (Training and Development Consulting)

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Selected Clients and Projects
References and Samples Available Upon Request

Motorola, Inc.—User Support Documentation

TCC interviewed regional directors at Motorola's wireless infrastructure customer to determine their organization's support roles and information needs. Then, working with Motorola's lead technical support personnel, TCC analyzed support tasks and support information available within Motorola's call tracking system. Motorola used TCC's deliverable--detailed specifications for complete system documentation--to guide the development of a multi-volume documentation set.

Symantec Corporation—Product Documentation and Training

TCC developed help and documentation from a single electronic source for application performance monitoring software. For the same software, TCC created instructor-led training courses for 1st and 2nd tier support personnel following Symantec's training development process. TCC also coordinated "transfer of information" events and prepared hands-on sessions for sales and support to learn directly from product development groups.

FinanceSeer, LLC—Technical Marketing Communications

TCC developed product data sheets, web content, and an installation guide for FinanceSeer's new product launch. TCC's information architecture skills helped FinanceSeer define the layout and flow of their website. The highly visual product data sheets enabled FinanceSeer to quickly communicate their product's sophisticated technical capabilities.

FTD, Ltd.—Product Documentation, Software Flash Demos

TCC updated documentation for a new release of FTD's point-of-sale system for florists. To increase florists' interaction with FTD, TCC created a wiki for florists containing the latest information on their FTD systems. Working with FTD instructional designers and trainers, TCC also created Flash movies demonstrating new software capabilities.

Progeny Dental—Single-Sourced Product Documentation

TCC developed installation manuals, user guides, and service manuals for three generations of the Progeny's dental X-ray equipment and image management software application. By creating help and manuals from a single electronic source, TCC dramatically cut information development costs.

GMAC Home Service—Web-based User Assistance, Work Process Documentation

TCC developed web-based help and 5 Adobe PDF manuals from a single electronic source for franchise brokers and agents using GMAC Home Service's intranet content management system. TCC also created work process documentation for the GMAC Home Service's corporate office.

NCH Marketing Services—Technical Sales Intranet Knowledge Base

TCC developed an intranet site with information on NCH's products and services. Intended for NCH's account teams, the site is NCH's go-to knowledge base for information on product capabilities and positioning, product installation and use, and troubleshooting. TCC continues to update and expand the site.