

# Technology & Communication

*Making Business Work*



## *Clients*

*Alltel Corporation*

*Ameritech*

*AT&T*

*BellSouth*

*Cisco Systems, Inc.*

*Dun & Bradstreet Software*

*Electronic Data Systems*

*Hewlett-Packard Company*

*IBM Corporation*

*Landata Group, Inc.*

*McKesson Corporation*

*MCI*

*Motorola, Inc.*

*Nortel Networks*

*(formerly Northern Telecom)*

*Oracle Corporation*

*Pacific Bell*

*Sun Microsystems, Inc.*

*Sybase, Inc.*

*Unisys*

*Verizon (formerly Bell Atlantic & GTE)*

## *Challenges*

The rapid pace of change, intense competition, and product complexity that characterize the Technology and Communications industry accentuate the need for efficient, flexible systems and accurate, up-to-date information access for all employees.

In this industry, an organization's survival depends on how efficiently knowledge workers can share information and how effectively employees can answer customer questions and meet their needs.

## *Solutions*

Information Mapping has worked with many of the world's leading Technology and Communications organizations to help them

- reduce time to market
- improve customer service
- reduce training time and performance errors
- create accessible, easy-to-use e-content
- reduce calls to help desks and customer service centers
- develop methods and procedures
- understand and manage complex applications, and
- increase the accuracy and usability of documentation and e-content.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • Denmark • Dutch Antilles • Finland • France • Germany • Hong Kong  
Indonesia • Ireland • Japan • Latin America • Luxemburg • Malaysia • Mexico • The Netherlands • New Zealand  
Norway • Philippines • Portugal • Puerto Rico • Singapore • South Africa • Spain • Sweden • Switzerland  
Taiwan • Thailand • United Kingdom • United States

## Services

Information Mapping offers a diverse set of services to help technology organizations improve the effectiveness of their information and knowledge.

### Consulting and Development

Our consultants can provide the following services:

- Content and Architecture Development
- Knowledge, Documentation, and Web Audits
- Best Practices Documentation
- Expert Web and Information Review
- Web site Navigation and Prototype Development, and
- Training Design and Development.

### Learning Programs

Information Mapping uses seminars and e-learning programs to educate our clients in our unique content method. Our seminars and e-learning programs specialize in

- procedures and documentation
- quality system and training documentation
- Web content and navigation design, and
- business communications.

Our private seminars, available at your location at your convenience, can be customized to meet your specific goals and objectives. Onsite seminars are the most cost-effective method for training a number of employees.

Organizations planning to train 100 or more can enroll their instructors in our Instructor Certification Program. Certified instructors, using licensed seminar materials, offer the most cost-effective and convenient training option available.

Public seminars and licensing are also available nationwide.

### Results

After using the Information Mapping Method, our clients have realized the following results:

- 54% decrease in error rates
- 70% decrease in questions to supervisors
- 83% decrease in first draft development time
- 10-50% decrease in training time
- accelerated time to market, and
- fewer customer complaints.

### About Us

Information Mapping, Inc. is a professional services firm with over 30 years' experience helping the world's leading organizations leverage knowledge to improve performance. We help organizations develop effective Web content, custom training and performance support solutions, procedures and documentation, and business communications. Our headquarters are in Waltham, Massachusetts with regional offices across the United States. We are represented in over 30 countries worldwide and offer our solutions in many languages.



## Meeting Performance Goals

*Top technology company meets performance goals with effective Online product content*

*Before putting information about their products on the World Wide Web, a top technology company Marketing Department pledged that all its online content must be easy to access, update, and navigate.*

*Information Mapping provided a system and structure for all writing and information gathering for online information.*

*This approach ensured*

- product information that is effectively structured for online
- fewer calls to their 800 line
- a shorter sales cycle for their products, and
- product information that is easy to create and access.

*They have trained over 300 employees worldwide to design clear, effective, and accessible Web content.*

### Our Unique Content Method

Information Mapping's solutions are rooted in the Information Mapping method, which is a scientific way to analyze, organize, and present electronic and printed content based on modern principles of knowledge and Knowledge Management. Our first client, the Department of Defense, used our unique method to reduce training time and errors, and increased over-all comprehension. We continue to apply the principles of the method and have helped many clients create standardized, high-quality, and structured content to meet their performance challenges.