The Need for Outsourcing:

Creating Value in a Competitive IT Universe

Keeping your business competitive and driving revenue while enduring rising costs is everyone's top priority. That's why the majority of organizations are turning to outsourcing—it's a cost-effective and efficient solution for accessing cutting-edge technology, globally positioning your product, and squashing ever-increasing company expenses.

Outsourcing, particularly technical and IT outsourcing, has changed the face of business in the last five years. Forward-thinking companies are outsourcing numerous functions to improve overall efficiencies and capitalize on expertise not found in-house. In today's volatile market, leveraging the core competencies of vendors who specialize in strategic functions is simply smart business.

Just recently, IT-related functions were the economy. It was such a boom that IT skills were scarce, easily driving the outsourcing needs. With today's present economy, enterprises are commonly faced with limited staff and tight budgets—and this is where outsourcing can really benefit!

Simply put, outsourcing allows business leaders to leverage strategic plans in order to accomplish:

- **Speed to market:** Utilize state-of-the-art technologies to begin operation in weeks rather than months.

- **Market competitiveness:** Acquire world class expertise that results in industry-leading methods, while accommodating the ever-changing market.

- **Rapid growth:** Maintains an upward growth by leveraging unique capabilities and transforming compelling solutions.

- **Increased revenue:** Reinvest cash and man-hours in areas offering the greatest return on investment (ROI) while taking advantage of up-to-date technology infrastructure.

- **Boosts financial strength:** Improve ROI by removing non-core assets, and by allowing an accurate prediction of future cash requirements.

- **Business focus:** Solve core IT issues and focus on enterprise strategies, while the outsourced solution focuses on IT application services.

This paper is aimed at assisting executives in understanding how IT-related outsourcing will accomplish their goals, while meeting every business objective. In particular, how IT documentation and training can achieve enterprise-wide objectives efficiently, professionally and cost-effectively.

Driving Business Value

Outsourcing is essential in meeting both instantaneous cost savings and long-term strategies—two benefits that immediately affect your business value.

Finding the best IT talent is everyone's challenge. And finding the best documentation and training specialists is no different. This is why HelpWrite's services are priceless, as we supply the best talent, while maintaining an achievable cost solution for every client. While we concentrate solely on our tasks, our client's in-house employees can focus on organization objectives rather than these non-core operations.

It is no secret that IT is one of the most dynamic fields around; therefore HelpWrite's resources can eliminate big investments that would be required to maintain up-to-date, reliable and scalable IT infrastructures and software. Because HelpWrite resides in the documentation and training spotlight, we are committed to maintaining cutting-edge technology—keeping your business up-to-speed in today's evolving market while enhancing your business value.

Strategically Positioning Your Product

What good is your product if it isn't effectively and professionally presented in the market? Rather than wasting time answering that question, let's just see how documentation and training outsourcing can ensure a strategic position in a global IT market.

"Strategic positioning" is a simple technique that successfully explains, demonstrates and clarifies product capabilities to an audience. That is where HelpWrite steps in. By utilizing HelpWrite's expertise and award-winning documentation, we massage technically-intensive concepts regarding IT products into simple, easy-to-understand content.

We thoroughly learn your product; giving us the ability to produce a "complete package" of materials—a package that compliments the product while effectively conveying, what were once, technically challenging protocols and functions.

This not only promotes a high market share, but also allows sales teams to leverage products against all levels of competition. And the beauty of this is in our quality and efficiency. Because HelpWrite can create exclusive, product-related content, we do deliver unsurpassed materials within time-critical deliverables.

Strengthening Your Product Value

Achieving the highest value for your product is a favorable goal. And with so many similar products in today's competitive market, companies strive for their deliverable to be noticed, purchased and recommended. This ensures a fast step into the market while positioning your product for a long and healthy life-span.

This is why IT-related products must come bundled with a comprehensive set of user-necessary tools. Providing a full suite of materials generates consumer confidence in your product and technologies.

However, most often companies cannot effectively staff themselves to produce every product requirement. Documentation and training services are typically the first departments downsized—or even eliminated!

HelpWrite's ability to fill this gap allows us to produce the content-necessary materials you are obligated to deliver. Whether it is product information, end-user instruction or an interactive help system, it is a complimentary piece of your product that consumers expect—and a part of the product that results in a complete package.

Outsourcing Benefits

Outsourcing documentation and training needs to HelpWrite enables you to:

- Avoid the costs and hassles of hiring and retaining in-house IT professionals.

- Reduce and control operating costs.

- Minimize help desk and customer service burden.

- Utilize leading-edge technologies without huge, repeated investments.

- Eliminate equipment and documentation application costs.

- Benefit from state-of-the-art documentation techniques that easily and economically grow your business.

- Create fixed, budgetable expenses as opposed to implementing an in-house documentation team.

- Customize product needs.

- Improve company focus.

- Employ flexible resources on demand.

- Thoroughly focus on your core competencies and free-up resources for other priorities.

- Provide talented resources not available internally.

What Our Clients Say...

"The help is great, as is the documentation; many thanks for all their hard work! The online help your team created for us has given our product a more professional finish and is getting great feedback from our customers."

—Adam Bush
Product Development Manager
Fullscope, Inc.

"Outsourcing our documentation to HelpWrite was probably the smartest thing we did last year. Their quote was about 25% less than others we received.... they actually delivered early, and performed even better than expected.... We'll continue to outsource everything to HelpWrite. It's faster, cheaper, and ultimately less risky than doing so ourselves. In short, I cannot recommend them highly enough."

—Lloyd Merriam, President
CoLinear Systems, Inc.

"Your in-depth knowledge and ability to teach the subjects and keep the class interesting helped me to grasp the concepts and tools quickly. The courses are clear, well-organized, with appropriate exercises and examples. I would definitely recommend your courses to anyone."

—Gina Bartlett
Customer Relations Manager
FATS, Inc.

Why HelpWrite?

HelpWrite's project history and willingness to progress with today's technologies equates to your documentation and training "one-stop shop." Because we thoroughly learn every product, we create professional content to meet any demand.

Our clients range from enterprise-wide software development companies, to state-of-the-art weapons simulation manufacturers. Included in our vast portfolio are multi-language (e.g., Russian, Spanish, Korean) software and hardware user guides, training manuals, online help systems, computer and web-based training systems, instructor and student guides, animated tutorials and technical marketing collateral. And these materials are created in formats that are easily flexible, for a variety of platforms and mediums. In short, HelpWrite delivers documentation solutions across the spectrum to meet every clients' needs!

While HelpWrite offers services to clients on an outsourcing basis (need-by-need or ongoing), the HelpWrite team consists of full-time employees. This allows us to deliver consistent, team-based knowledge to any project—an objective that individual contractors often fail to meet.

Our energetic and experienced team provides exceptional knowledge and expertise. This enables HelpWrite to set the standard for excellence at a favorable and highly competitive project rate.

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