

Process & Manufacturing

Helping Business Work

North American Clients

- Algoma Steel Inc.
- Alliance Data
- The Coca-Cola Company
- Coors Brewing Company
- The Dow Chemical Company
- Eastman Chemical Company
- Énergie NB Power
- Exel
- Florida Power & Light
- Ford Motor Company
- Honeywell
- Husky Injection Molding
- Hydro One Inc. Networks
- Jim Beam Distilling Company
- Johnson & Johnson
- Marathon Oil
- Monsanto Company
- Motorola, Inc.
- Purolator Courier
- Shell Oil Company
- Texaco Inc.
- Toyota Canada Inc.
- Weyerhaeuser

The Challenges

The Process and Manufacturing industry relies on a myriad of Policies and Standard Operating Procedures (SOPs) to

- operate efficiently and minimize operating costs in a global economy
- manage the complexities of mergers and acquisitions, and
- maintain compliance with a wide range of regulatory organizations:
 - ISO 9000 and 14000, Six Sigma, and other management system approaches
 - Environmental Protection and Health and Safety
 - industry-specific regulations, city bylaws, union contracts.

Process and Manufacturing companies, therefore, operate only as well as their Policies and Procedures allow them to operate.

The Solution

High-quality Policies and SOPs are critical. Company operations can only succeed when such documentation

- is always up-to-date despite the rapid rate of change in information
- makes any and all details easy to find despite the vast volume of information, and
- makes information easy to understand and use despite its complexity.

The Method: Implementing the Solution

The kind of high-quality documentation needed by Process and Manufacturing industries requires a whole new approach to structuring content. Information Mapping® is such a structured writing method.

Information Mapping

- enables content developers to turn all information, from the highly complex to the most basic, into easy to use content
- enables companies to manage information strategically and tactically so they can
 - increase productivity and organizational performance, and
 - meet their business goals.



INFORMATION MAPPING

PARTNERS

Australia • Austria • Belgium • Canada • Denmark • Finland • France • Germany • Greece • Hong Kong
Hungary • Iceland • India • Indonesia • Ireland • Italy • Japan • Luxembourg • Malaysia • Mexico
Netherlands • New Zealand • Norway • Philippines • Portugal • Singapore • South Africa • Spain • Sweden
Switzerland • Taiwan • Thailand • United Kingdom • United States

Success Story: Developing a Global Management Process

Our Products and Services

Information Mapping Canada equips you with practical tools that help maximize individual and organizational performance. We help you manage the way people, information, and technology work together.

We provide the following range of solutions.

Seminars

We conduct seminars in the Information Mapping method that provide participants with the same core methodology and toolset, but customized for particular applications:

- policy and procedure documentation
- typical business communications
- Web content design
- email messages.

We deliver these seminars in two ways:

- On-Site Seminars at your location and at your convenience
- Public Seminars regularly scheduled in Toronto, Ottawa, Montreal, and Fredericton.

Consulting Services

Our certified Mapping experts work with you to Map your content. Our experts can

- Map your existing content
- edit your Mapped content
- develop and Map your undocumented content
- test the usability of your content.

Software

Formatting Solutions® Pro software works seamlessly with MS® Word to help writers apply the Information Mapping method easily, with quick formatting and editing, using pre-defined styles, layouts, and templates.

About Information Mapping Canada

Since 1994, we have

- provided a series of dynamic seminars in Information Mapping to over 10,000 participants
- applied Information Mapping to significantly improve the usability of our clients' content, and
- enhanced our clients' written communications and writing skills for paper and online.

Our head office is in Toronto with a branch office in Ottawa.



How a billion-dollar consumer beverage company coordinated its global product category management process

The company maintains its market share and brand performance through a global category management process. This is a complex system for coordinating relationships among bottlers, retailers, marketing, distributors, etc., around the world.

Information Mapping undertook the following:

1. Conducted focus groups with all stakeholders.
2. Performed a needs assessment to determine the priority of each stakeholder's contribution to the process.
3. Created and documented a Category Management Process.
4. Designed accompanying worksheets for use during and throughout the process.

The company ran a very successful pilot test of the process in Australia and thereafter rolled out the process throughout their organization worldwide.

Your organization, too, can perform better.

Call us now to discuss how:

1-888-INFOMAP (463-6627)

416.769.7016

info@infomap.ca

www.infomap.ca

Our Unique Approach

Our products and services are rooted in the Information Mapping method. Mapping is a scientific and proven way to analyze, organize, and present electronic and printed information. Our unique approach

- creates reader-based, performance-oriented solutions to any communication challenge
- improves information accessibility and usability
- optimizes comprehension and performance.