

Technology & Communications

Helping Business Work

North American Clients

- ADP Canada
- Alcatel-Lucent
- Allstream
- AT&T
- Bell Canada Enterprises
- Cisco Systems, Inc.
- Dun & Bradstreet
- EDULINX Canada Corporation
- GTE Corporation
- Guelph Food Technology Centre
- Hewlett-Packard Company
- IBM Corporation
- KPMG Peat Marwick
- Nortel Networks
- Oracle Corporation
- Sun Microsystems, Inc.
- Sybase, Inc.
- TELUS Communications
- United Technologies Corporation

The Challenges

The Technology and Communications industry is characterized by

- rapid and constant technology and product changes
- intense competition, and
- complex technological products.

A company's survival depends on

- how efficiently knowledge workers can share complex and constantly changing information across all areas of the organization, and
- how effectively employees can answer customer questions and meet their needs.

The Solution

Information Mapping Canada has helped many Technology and Communications companies make their communications clear, accurate, and usable. We have

- developed Call Centre content that is easy to access and understand, thereby improving customer satisfaction
- organized online communications on product updates and marketing plans to telecom and retail outlets across the country, and
- improved policies and procedures on how to manage
 - product updates, and
 - customer relations.

The Method: Implementing the Solution

The kind of high-quality documentation needed by the Technology and Communications sector 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

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



INFORMATION MAPPING

Success Story: Increasing Sales by Improving Information Access

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.



Global Telecom Company Increases Sales by Improving Access to Information

A global telecom company with \$26 billion annual revenues realized that their sales force was not making full use of the company's Touch Points knowledge system. Touch Points communicates client information, product details, and sales tools.

Information Mapping undertook the following:

- redesigned the Touch Points system
- improved the content and structure
- improved the users' comfort level, and
- trained users in how to
 - access and use the system, and
 - update the content using Information Mapping.

This strategy

- increased sales through a more knowledgeable and competitive sales force, and
- ensured the continued accuracy and usability of information with ongoing training in Information Mapping.

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

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.

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.