SOLARI
MAKING THE COMPLICATED SIMPLE

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Technical Communication Services

OUR TECHNICAL COMMUNICATION SERVICES FOCUS on meeting your goals, satisfying your customers, and increasing your profitability.

Most documentation, though well written, focuses too much on explaining content and not enough on the audience's needs. To be most effective, your documentation must be centered around your audience, fulfilling the needs of your employees, customers, and prospects.

We ensure that your audience quickly finds what they are looking for without wading through irrelevant information.

We employ a simple, yet incredibly powerful formula. We identify:

♦ What you want to communicate;
♦ Who your audience is, and;
♦ What you want them to do.

Whether you are trying to inform, instruct, or persuade your audience, whether that aud-ience is a technically sophisticated customer or a valu-able prospect, you get the results you want.

Visit our Web site—WWW.SOLARI.NET—for a list of the types of documentation we can create for you and your audiences.

SERVICE	WHAT WE DO	HOW YOU BENEFIT
Content Creation —Written Text	WRITTEN TEXT—or content—is the heart of your documentation. Solari creates content that meets the needs of your company and your users. We create content that is clear, accurate, comprehensive, accessible, concise, complete, and correct; content that is immediately usable and that builds goodwill and trust with your audiences.	QUALITY CONTENT means your customers learn quicker, which saves them time and money, and use your products and services with more confidence. Clear content means that your audience accomplishes their intended task on their own without having to call technical support, which saves *you* time and money.
Knowledge Management	KNOWLEDGE ENCOMPASSES the expertise, skills, experience, and the theoretical understanding of your company, its products and services, and its mission and values, practiced by your most valuable employees. We work closely with your key staff to identify, accumulate, distribute, and apply knowledge across all areas of your company. We can evaluate, organize, and implement the best method to store and access your company's knowledge (such as company libraries, expert systems, knowledge bases, wikis, and discussion forums). We can then train staff on how to integrate that knowledge into their daily work.	YOUR ORGANIZATION creates knowledge through your employees' experiences and their understanding of your products and business. Harnessing that knowledge creates value and longevity. Managing that knowledge creates a truly beneficial asset, as it allows people to quickly and easily access this information, empowering them to be more productive, to make the right decisions, and to help your company grow. Successful knowledge management not only makes your workplace more productive, but also enables you to leverage this asset to create a competitive advantage and advance your strategic position.
Document Design	THE DESIGN of your documents directly affects how they are perceived and received. To be effective, your documents—marketing and technical, as well as web pages, request-for-proposal responses, customer correspondence, all written information—must meet the demands of document design. Our document design services focus on skillfully structuring content (text and graphics em-	ploying typography, layout, and color) to meet the needs of your audience while incorporating your visual identity. We employ a discriminating eye to emphasize the presentation of your information. As a result, your audience responds favorably—such as awarding you their contract. We design documents that meet your audience's needs so that you attain your company goals.

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