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# MadCap Value Proposition (MVP):

Our Key Differentiators  
and Why Leading Organizations  
Worldwide Choose MadCap Software

# Company Background

Since its founding in 2005, MadCap Software has established itself as the leader in the technical communication and content development industry.

As a trusted resource for thousands of leading organizations, government agencies and universities around the globe, MadCap Software's single-source, multi-channel authoring and publishing solutions are designed to streamline the process of developing training content, learning & development programs, technical documentation, online Help, knowledge bases, and more. University programs worldwide recognize MadCap Software as the industry standard and are teaching technical communication and content management courses using our software to best prepare students for their professional careers.

MadCap Software has always placed the customer experience first. We believe the customer journey doesn't just begin and end with great products. Creating great content requires more than the right tools – that's why we invest significant time, money and resources to ensure customer success, every step of the way, and do not outsource these services.

Our innovative software solutions are backed by world-class in-house technical support, certified training programs, and free resources to get you and your team up to speed quickly.



# MadCap Value Proposition (MVP)

## 1. Transition & Training: No One Makes It Easier

- **Easy Drag-and-Drop Import to Leverage Existing Content**

No other solution offers easier import of existing content with drag-and-drop import of multiple file types including Word, Excel, DITA, FrameMaker® and more.

- **Free Product Training and Technical Support During Trial**

Get up to speed quickly with free instructor-led certified training during your trial. Plus, unlimited email and phone support access to in-house technical support.



MadCap Software is the industry standard, with its open, native XML architecture, immensely powerful out-of-the-box features and large user base. Since we're growing globally so quickly, we needed to think five steps ahead, and MadCap Flare is the obvious solution to help us hit the ground running.



JOE BLEASDALE | Associate Product Manager, disguise



We completed a very thorough evaluation that compared 30 different Help content requirements. In the end, MadCap Flare addressed more of those requirements than any other product we reviewed. It also has a modern, forward-looking architecture, which stands out from the older designs of other solutions whose older architectures have been updated for today's Web-based Help demands.



DAVID BOOCOCK | Citect



MadCap Flare is a technical writer's dream. It has every feature you could possibly imagine.



STUART ESCOBAR | Sr. Technical Writer, Heartflow



## 2. Technical & Community Support: We Have You Covered

### ■ Unmatched In-house Technical Support

No one offers world-class technical support like we do. Our expertly trained support team is in-house and available nearly around the clock to support users worldwide.

### ■ Dedicated Customer Success Team

Our customer success team is your free resource to help you get the highest ROI from our solutions. Get regular check-ins and free access to our team any time.

### ■ Passionate Fan Base and Global User Community

With a passionate global network of users and universities incorporating our products into their degree programs, no one has a more active and engaged user community.

### ■ Annual Worldwide User Conference

As the only company in the industry to conduct annual user conferences, MadWorld is your chance to learn from other users representing leading global organizations.

### ■ Extensive Resources: Case Studies, Tutorials, Webinars and More

With numerous case studies, webinars and other free resources, you can count on us to share the latest trends and best practices with our customers.



Great software products are everywhere. Great customer support is rare.

**KEN HARTSHORN** | Manager Technical Documentation, Actifio



Our team is benefiting from the training, support – and quick response to our questions – from the Customer Success team. This service is free and helping us to quickly transition from our existing tools to MadCap Flare.

**GLORIA KLOBUCHER** | Technical Writing Manager, Ephesoft



### 3. Technology & Innovation: Leading Development from the Most Experienced Team in the Industry

- **Extensible Open Architecture**

Rest assured your content is completely open, transferable and never locked into any proprietary database or technology.

- **Scalable for Any Size Organization or Project**

Our solutions are built to scale for any size organization or any size project. Implementations range from a single user to enterprise-wide in some of the largest organizations around the globe with enormous amounts of content.

- **Customer Driven Development**

No one works more closely with their customers. Our customer driven development means we add features most important to our customers and partners.

- **Products Designed for Superior Usability and ROI**

Patented WYSIWYG XML authoring combined with topic-based and micro content authoring capabilities, maximizes content reuse and makes content creation streamlined and efficient.

- **Advanced Technology to Create Better User Experiences**

Built-in CSS, responsive design, actionable usage analytics, and much more – all the technology you need to create superior customer experiences.

- **Industry Veterans Focused on Innovation with Agile Releases**

Our team is comprised of industry veterans with decades of experience. We lead the industry in product innovation, patented technology, and industry-first features.



There are so many little things in MadCap Flare that changed the way I do my job every day, it's hard to just point out one and say this is the thing that makes my job easier. As a whole, there are dozens or even hundreds of little things that all really help me do my job better.

THAD MILLER | Technical Content Director, LI-COR



MadCap Software continues to innovate in 2020 with features that you simply cannot find on any other platform, such as micro content authoring, that give us the ability to provide amazing Help user experiences for our customers.

PAUL PEHRSON | Sr. Information Developer, Venafi



# MadCap Software Product Overview

Our products combine the power and flexibility of desktop authoring with cloud-based technology to provide a complete solution for content developers. From authoring, publishing, and translation to cloud-based content management, streamline the entire content development lifecycle with MadCap Software.



## MadCap Authoring and Management System Includes:

-  **MadCap Flare**
-  **MadCap Central**  
1 Author Seat + 2 SME Seats
-  **Cloud Storage**  
30 GB
-  **MadCap Lingo**
-  **MadCap Capture**
-  **MadCap Mimic**

-  **MadCap Connect for Salesforce®**
-  **MadCap Connect for Zendesk®**
-  **MadCap Connect for ServiceNow®**



# On-Premises and Cloud Product Workflow Overview

As the only industry provider of both **On-Premises** and **Cloud-based** technology, MadCap Software solutions provide the best of both worlds – a fully integrated and streamlined workflow for creating, managing and delivering content.

## On-Premises Authoring Advantages

- Always connected – no dependency on internet connectivity allows for uninterrupted productivity
- Authoring efficiency and amount of content not limited to connection speed or 3rd party servers
- Complete corporate compliance, content sensitivity and security (all content and files are secured internally within your organization)
- Content can be hosted and published to any repository or servers of your choice

## Cloud Hosting and Publishing Advantages

- Removes all IT resource dependencies and eliminates the need for additional hardware investment in publishing/hosting servers
- Integrated hosting, source control, project and task management eliminates need for additional 3rd party tools
- Built-in actionable usage analytics and reporting for continuous content improvement
- Streamlined subject matter expert contribution & review workflow in the cloud
- Automated build publishing and scheduling
- Integrated and self-management of multiple domains, websites and URLs
- Complete control over hosted content accessibility (content can be set to public or private with login credentials required)

[SEE THE PRODUCT WORKFLOW →](#)



# Thousands of Leading Organizations, Government Agencies and Universities Worldwide Trust MadCap Software:



# Return on Investment and Customer Success Stories

Learn how leading organizations around the globe are cutting costs, increasing productivity, and streamlining the process of developing and delivering training content, learning & development programs, technical documentation, online Help, knowledge bases, and more.

## COGNEX



**Replace Multiple Products with a Single Solution**

Cognex, the World's Leading Provider of Machine Vision, Switches to MadCap Software to Deliver a Searchable Knowledge Base, Multiple PDF Guides in Eight Languages, and Modern Documentation Website



Using Flare, we've been able to provide our customers with an easy-to-navigate knowledge base that helps them quickly find answers to common problems. In our first year, we saw a 41% increase in page views over the original knowledge base site.

**KELLIE FREEMAN** | Principal Technical Writer, Cognex Corporation

## Senior



**Increase Ticket Deflection**

Brazil's Leading Payroll Processing Provider, Senior Sistemas, Cuts Time Spent on Client Support by 2,400 Hours in Six Months via Integration of IBM Watson-Based Chatbot and MadCap Flare



Flare was the secret weapon in our crusade, because the only way to achieve the results we needed was with this fantastic single-sourcing resource.

**LUCIANA ALVEAR VOIGT** | Knowledge Management Consultant, Senior Sistemas

## JETLINX



**Reduced Production Time of FAA-Compliant Online and PDF Manuals From 2 to 3 Weeks Down to 3 Days**

Jet Linx Delivers First-Class, FAA-Approved Airline Operations Manuals and Training via Mobile Devices, Web Browsers and Print Using MadCap Flare



With MadCap Flare, we could create manuals that are far more advanced than what our industry is used to in three days and at a fraction of the cost.

**CHRIS BRADLEY** | Director of Publications & BCP Coordinator, Jet Linx





**Streamline  
Content Delivery**



**Reduce Technical  
Support Tickets**



**Reduce Costs in  
Technology Stack**



**Reduce Project  
Time**



**Streamline  
Content Delivery**

SimCorp, Global Investment Management Solutions Provider, Uses MadCap Flare to Ensure its User Documentation is Ready for Agile Development and the Cloud



We really appreciate Flare's extensibility, which supports us in creating our own extensions to support our software requirements, and that's what has made it the perfect tool for us.

**MADS HOLM SORENSEN** | Lead Technical Writer, SimCorp

Global E-Commerce Marketplace Platform Leader Mirakl, Switches from Atlassian® Confluence, Relies on MadCap Flare to Create a Modern Documentation Web Portal



We wanted to single-source parts of our documentation and use conditions to meet different user profile needs, so that we could write the content once and reuse it in several places. That was really important for us. We also wanted a look and feel that would align more closely with our corporate website and application.

**NICOLAS PHILIPPE** | Technical Communicator, Mirakl

Avaloq, a Leader in Integrated Banking Solutions, Replaces Legacy Content Management System with MadCap Flare to Produce Modern HTML5-Based Online Help



We knew MadCap Flare would give usability, flexibility, and control back to our writers. We also liked that Flare gave us the functionality we needed at a fraction of the annual charge we were paying for our legacy CMS.

**JEREMY WHITE** | Head of Technical Documentation, Avaloq

Multinational Telecommunications Giant Vodafone Chooses MadCap Flare and the Team at 3di Information Solutions to Create Award-Winning Help Website



Since all of our content is stored centrally in a single Flare project, we're able to drastically reduce the time it takes to create documentation and get the information out to Vodafone customers.

**PAWEL KOWALUK** | Technical Director, 3di Information Solutions

Hewlett Packard Enterprise Relies on MadCap Flare to Deliver 15 Responsive HTML5-Based Help Centers, Reduces Average Project Time by 66%



Our writers were amazed by the speed with which Flare built our online outputs. It used to take us more than half an hour to create a project. Now it just takes under 10 minutes.

**REUVEN FINE** | Information Engineering Manager, HPE



On behalf of the entire MadCap Software team,  
we would love to earn your business and welcome  
you to our global community of valued customers.

**References available upon request.**

[Contact Us Today!](#)

