MadCap Software Product Overview

Cutting-edge software solutions designed to support the entire content development lifecycle, backed by world-class service and technical support.

> Providing secure password-protected access for viewers and SMEs to our Flare-generated content hosted on MadCap Central has been a game changer for us. We are now more efficient and self-reliant as a team, eliminating dependencies on our internal IT departments.

PATRICK FUELDNER | Tech Lead – Technology Learning Center at Nestlé Information Technology

MADCAP AUTHORING AND MANAGEMENT SYSTEM

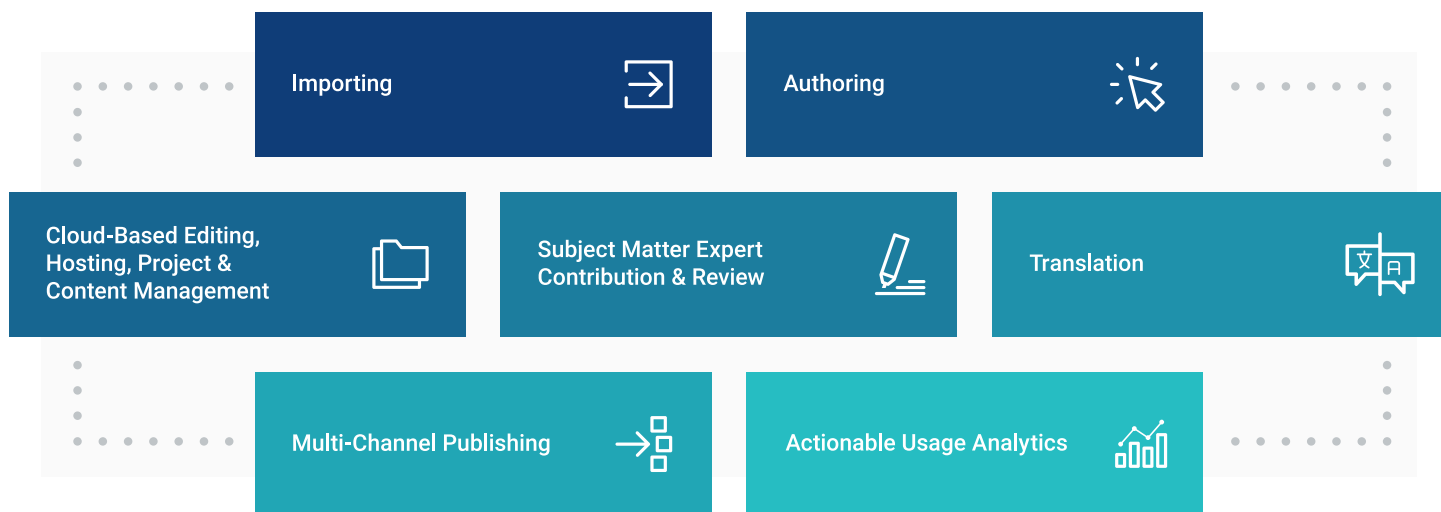### The Power of Desktop Meets the Convenience of the Cloud

By combining the power of desktop authoring with the convenience of the cloud, MadCap Software gives content developers the best of both without sacrificing security, performance or accessibility.

AMS

MadCap Authoring and Management System (AMS)

A Complete Solution Supporting the Entire Content Development Lifecycle

The MadCap Authoring and Management System (AMS) combines 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.

Importing

Authoring

Cloud-Based Editing, Hosting, Project & Content Management

Subject Matter Expert Contribution & Review

Translation

Multi-Channel Publishing

Actionable Usage Analytics

MADCAP SOFTWARE AMS 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®

MadCap Flare Introductory Training Course

Platinum-level Support and Maintenance

LEARN MORE ABOUT AMS →

madcap® FLARE

Why MadCap Flare?

Single-source authoring and publishing streamlines content delivery, reduces costs and ensures your end users have access to the information they need, on any device, language, or format.

LEARN MORE →

> There is simply no better solution than MadCap Flare if you need multiple output formats, content conditioning, single-sourcing, source control integration, or context-sensitive help, all in an easy-to-use package. It doesn't get any better than this.

MIKE KELLEY | Principal Information Developer, inContact

Single Source Content Development

WHAT?

Single-sourcing is the practice of re-using common content throughout your documentation deliverables.

WHY?

» Cut project time

» Increase productivity

» Reduce possibility for error

» Lower localization costs

» Streamline content delivery

» Improve consistency and content accuracy

» Shorten ongoing content maintenance cycles

Increase Productivity

Reduce Project Time

Lower Localization Costs

Streamline Content Delivery

Multi-Channel Publishing

WHAT?

Multi-channel publishing allows you to publish your content to many different output formats, all from a single Flare project.
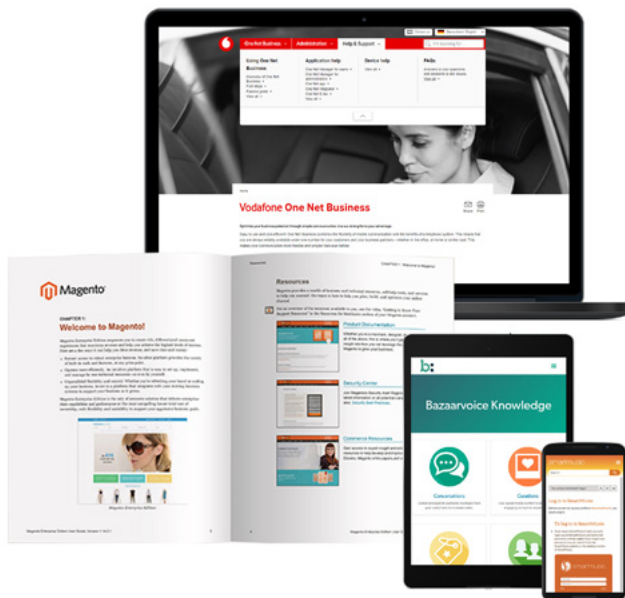
WHY?

Deliver multiple format types to your end users at very little incremental cost, while streamlining content delivery.

Import Legacy Content

» Microsoft® Word™
» Microsoft® Excel
» Adobe® FrameMaker®
» Adobe® RoboHelp®
» HTML
» XHTML
» CHM
» DITA
» Author-It®
» Other Help Projects

Output Types

» Responsive HTML5
» PDF
» Microsoft® Word™
» Clean XHTML
» DITA
» Eclipse Help
» EPUB
» HTML Help
» WebHelp
» WebHelp Plus
» CHM

> MadCap Flare is the most versatile tool I've used in more than 10 years as a Technical Writer. I would recommend it above all of the other options because it's easy, it's inexpensive, and it allows you to create highly dynamic documentation for any audience, consumed on any medium.
>
> **JOHN MOORE** | Lead Technical Writer, Extreme Networks

Flexible And Future-Proof

Flare is built on open standards with support for XML, CSS, and HTML, all designed to keep your content completely open, transparent, and accessible.

With Flare, you will never be locked into a proprietary system:

Open Architecture

All Flare files are separate XHTML, XML, or CSS documents—topics, TOCs, browse sequences, targets, skins, snippets, glossaries, destinations, condition tag sets, variable sets, and more—meaning they can be opened in any editor, including Notepad. Files and topics can even be programmatically created outside of Flare and copied into the Flare project structure to be used instantly by Flare.

Standard XHTML Content with W3C Schema Compliance

Flare content conforms to industry standard schema requirements from the World Wide Web Consortium (W3C). Flare's code adheres to the W3C XHTML Schema specification, making it easy to integrate with other XML or XHTML applications.

madcap® CENTRAL

Why MadCap Central?

A secure cloud-based platform for editing, publishing, project and content management allows you to host content, schedule builds, review content, manage projects and tasks, view reports and more.

LEARN MORE →

> Finally, MadCap Central is out with its new review function. The cloud-based editor will make the interaction with Flare a sharp and worthy contestant to web CMS systems. Thank you MadCap Software!

THOMAS BRO-RASMUSSEN | Owner, Lokomatik

Secure Cloud-based Publishing, Project and Content Management

WHAT?

Access and share content across projects and users to simplify content management and development – all in a secure cloud-based environment.

WHY?

- » Manage projects in the cloud
- » Simplify your hosting and reduce IT resource dependency
- » Gain greater insight into project status and health
- » Improve collaboration
- » Eliminate non-integrated project management tools
- » Schedule and automate publishing tasks

Streamlined Contribution and Review

WHAT?

Allow anyone in your organization to contribute and review Flare content using MadCap Central's cloud-based editor.

WHY?

» Cloud-based editor doesn't require users to setup or install any software

» Concurrent multi-user authoring and review keeps content review efficient

» Easy-to-use interface for all users

» Simplified team collaboration for content creation

> I have used other source control systems with Flare, and they have each had their challenges. The MadCap Central solution is so easy and works so well – I think it's a no-brainer!
>
> **KATE MONTRESSOR** | Senior Technical Writer, SilverPeak, Inc.

One Centralized Location to Manage Projects and Content

WHAT?

With the extensive project and content management capabilities, you can upload projects, import projects from other users, assign users to specific projects, set project statuses, receive notifications for activities and much more, all from a single location.

WHY?

» Upload MadCap Flare projects for easy source control

» Import Flare projects from other teams or users

» Assign users to projects

» Set and manage status of projects

» Monitor projects with the Project Dashboard

» Get notifications on projects via email, Slack or within Central

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Maximize Your Return On Investment

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ROI SUCCESS STORIES

4X

INCREASED PRODUCTION SPEED

reduxio   ⊕ **CASE STUDY AVAILABLE**

Groundbreaking Data Storage Provider Reduxio Systems Replaces Microsoft® Word with MadCap Flare to Produce PDF-Based Documentation Four Times Faster

Flare's topic-based authoring has saved us hundreds of hours per year. We can now get new content out to production within hours of coming up with an idea simply by copying and pasting the TOCs and mixing in existing content.

❝ **EYAL TRAITEL** | Vice President of Technical Operations
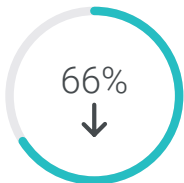

COST-EFFECTIVE PUBLISHING

FIREEYE™   ⊕ **CASE STUDY AVAILABLE**

FireEye Uses MadCap Flare and MadCap Lingo to Publish Print and Responsive Web Content in Multiple Languages for One-Tenth the Cost of Traditional CMS Solutions

Because we've built an efficient and intuitive publishing engine that integrates Flare with our other tools, for minor changes, we can now edit and get content out to the Web quickly, seemingly within minutes.

❝ **MICHAEL SCRUGGS** | Senior Director of Information Experience
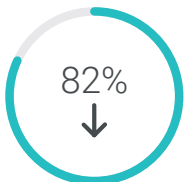

66%

REDUCED PROJECT TIME

Hewlett Packard Enterprise   ⊕ **CASE STUDY AVAILABLE**

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

82%

REDUCED PROJECT TIME

illumina®   ⊕ **CASE STUDY AVAILABLE**

Illumina, a Leading Life Sciences Company, Uses MadCap Flare and Microsoft Team Foundation Server to Cut Project Time for Print, Web, and Mobile Content Up to 80%; MadCap Lingo Speeds Content Translation

Flare and Microsoft TFS basically do everything we need, so we don't need to spend all that money on a traditional content management server.

❝ **LYNN M. CARRIER** | Assoc. Director, Content Process and Technology

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READ MORE SUCCESS STORIES →

Over 20,000 Leading Organizations, Government Agencies and Universities Worldwide Trust MadCap Software

• • •

intuit

verizon✓

illumina®

SONY

ExxonMobil

BOEING

CATERPILLAR

BOSE®

McKESSON

LOCKHEED MARTIN

UNIVERSITY of WASHINGTON

U.S. AIR FORCE

Qualcomm

WELLS FARGO

Individual Products

• • •

MadCap Flare
Intelligent Content Authoring & Publishing

MadCap Central
Cloud-Based Editing, Publishing, Project & Content Management

MadCap Contributor
SME Contribution & Review

MadCap Mimic
Interactive Videos & Tutorials

MadCap Lingo
Translation & Localization

MadCap Capture
Screen Capture & Image Editing

GET STARTED ON A FREE TRIAL →