



LIVE WEBINAR

# Six Positive Business Outcomes When Using MadCap Software



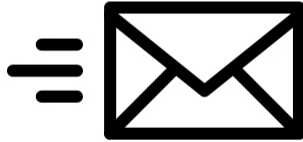
Presented By:

**Carrie Tolman**

MSA Safety



## Before We Get Started...



The webinar will be recorded  
and emailed to all registrants



Use the Question Panel in  
GoToWebinar to ask questions  
throughout the webinar

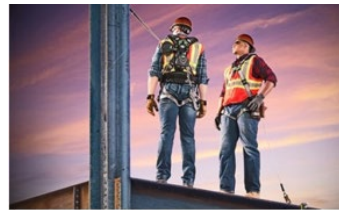
# Agenda

- Business Context
- Software Implementation Pitfalls & How we Avoided them
- 6 Business Outcomes

# Helpful Context

- I am not a technical writer! This will be an implementation story from a leadership perspective
- MSA Safety makes safety technology and equipment that protects people and property in the fire service, industrial, and commercial sectors.
- We use MadCap Software to manage user instruction content

The information and opinions are being shared as an individual and not on behalf of the company.



# Change is Scary!

*Over half of software implementations “fail”*



# Software Pitfall #1

*Not Starting with Why*



**Barely meeting customer demands because of business growth**



**Fire Fighting Burn-Out**



**Forced to make a system upgrade**

**PRO TIP: Honor the past**

# Software Pitfall #2

## *Jumping to a Solution Without a Clear Goal or Team's Input*



**Team Member Led**

### Goal

- Team members are able to support requests directly

### KPI

- Cycle Time
- Same Week Turnarounds
- External Spend Decrease (Target 15%)

### What was Important to Us

- Easy to use
- Widely used – easy to recruit
- Translation Capability
- Supports Print PDF Formatting & HTML
- Well supported by provider

# Software Pitfall #3

## *Doing It All Yourself*



Attended in 2019 before purchasing  
Chose Platinum Support



Partnered w/ Consultant for Style  
Sheet & Migration Support



Hired Freelance Tech Writers with  
Experience

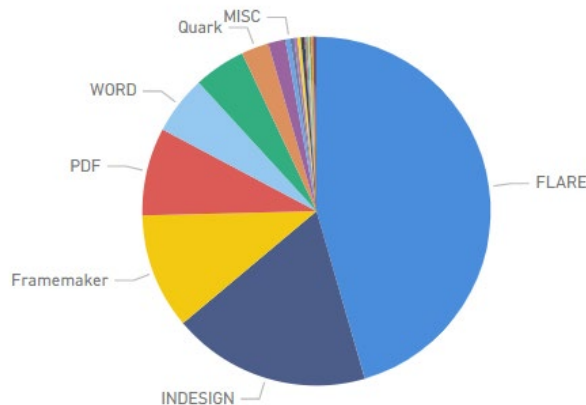
# Software Pitfall #4

*Not staying the course during “Heavy Lift” of Implementation*

Labels:

  
**Suggestions**  
FLARE  
FLARE-Inactive  
FLARE-NPD  
FLARE-Ready  
FLARE-active

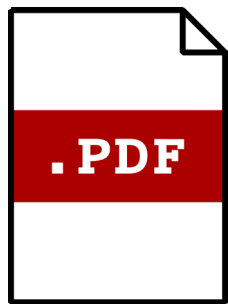
**Tracked Project-level  
migration status**



**Overall status tracked weekly**

# Software Pitfall #5

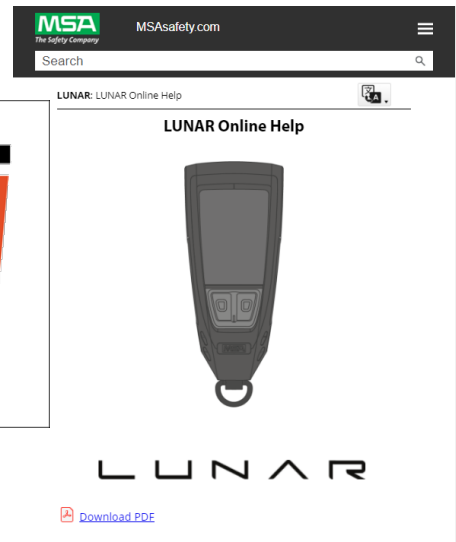
*Going feature rich too soon*



99%



1%

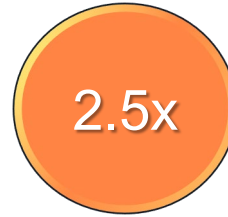


# 6 Business Outcomes

**Cycle Time Reduced By**



**Same Week Turnaround Increased By**



**External Spend Reduced by**



**Sustainability**



4,000 lbs of plastic waste  
eliminated (and counting)

**Digital Transformation**



Using html usage analytics to drive  
language set decision making

**People Development**



Continuous improvement opportunities

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Questions?



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**Thank You**