

## TRANSLATION MANAGEMENT

Avalon Group can help your products access global markets. We design new documents, edit existing documents, and adapt Web pages to make them easy to translate and localize. We also can help prepare the user interface of your software or other types of products for translation and localization.

Careful preparation of the content and format of your documents and Web pages will

- ❖ Reduce translation costs
- ❖ Eliminate costly errors
- ❖ Ensure consistent meaning across languages
- ❖ Make it easier to maintain up-to-date information

We can manage the localization and translation process for you to ensure speedy turnaround and eliminate rework. By streamlining the handoffs to and from your localization / translation vendor, we can maximize your globalization budget. We can work with a firm you choose or can select the best firm for your product.

After your information has been translated and localized, we can lay out your documents or Web pages. We use state-of-the-art software tools to reduce formatting time and ensure easy updates.

*“Time and again Avalon Group has come to our rescue with innovative and powerful communications solutions – proven solutions that make us a more-than-satisfied repeat customer.” – A Fortune 500 Client*

## TRAINING SYSTEMS

Avalon Group designs both paper- and computer-based instruction. Drawing on our technical expertise and grounding in the principles of sound instructional designs, we develop technical training that is cost effective and timely.

We design and develop

- ❖ self-paced training
- ❖ video-based instruction
- ❖ Web-delivered tutorials
- ❖ train-the-trainer programs
- ❖ pretests and posttests to assess the effectiveness of your training
- ❖ training evaluation programs

## MARKETING COMMUNICATIONS

Avalon Group’s marketing communications services for technical products include

- ❖ sales guides
- ❖ white papers describing product features and specifications
- ❖ product descriptions for catalogs and packaging
- ❖ print- and Web-based technical newsletters

## CONTENT MANAGEMENT

‘Content management’ and ‘single sourcing’ are popular buzzwords in current discussions about corporate productivity. Sophisticated database-driven systems are available to enhance enterprise-wide sharing of information. Although most companies can see the potential long-term benefits of such systems, they are cautious about incurring the substantial front-end costs in today’s business environment.

Avalon Group can help you design low-cost alternatives to improve information sharing throughout your company. We can help you

- ❖ Re-purpose existing documents
- ❖ Identify areas where sharing information will result in the greatest gains – reducing costly duplication and eliminating errors
- ❖ Design simple and inexpensive schemes for single-sourcing information
- ❖ Make investments now that will pay off later if you choose to implement a more ambitious content management program

## FOR MORE INFORMATION

To find out more about Avalon Group’s services or to discuss your company’s needs, contact

Lisa Condit, President  
317 • 594 • 3235

[lcondit@avalongroup.com](mailto:lcondit@avalongroup.com)



**AVALON GROUP**  
Instructional Design, Training,  
& Technical Writing



**AVALON GROUP**  
*Improved Performance by Design*

Avalon Group is an information design and development company dedicated to meeting your diverse technical communications demands. Our extensive expertise in technical writing and instructional design lets us flexibly address your needs to communicate effectively within your company and with your customers.

Whether you want paper manuals, on-line communications, or Web-based information, Avalon Group produces documentation that

- ❖ Is usable and focused on the needs of your audience
- ❖ Adds value to your products
- ❖ Makes your organization more effective

We have over 13 years of experience managing projects that range from technical editing and re-purposing of existing documentation to complete turnkey solutions to meet our clients’ documentation and training challenges. Our proven track record demonstrates that we

- ❖ Scale projects to meet our clients’ immediate and long-term commitments
- ❖ Provide timely turnaround to ensure that our clients meet their schedules
- ❖ Work efficiently to stretch our clients’ documentation budgets

Visit us on the Web at  
[avalongroup.com](http://avalongroup.com)

## OUR VISION

Avalon Group's value-added approach produces superior information systems. By learning your business and products, adapting our processes to seamlessly integrate with your processes, and providing continuity in our staffing, we become your long-term partners – dedicated to your success.

Our emphasis on performance improvement guides our approach to all our projects. We make sure that your documentation

- ❖ Addresses your audience's needs
- ❖ Uses delivery methods suitable to your audience's skills and environment
- ❖ Accomplishes clearly-defined objectives
- ❖ Produces measurable results
- ❖ Reflects the highest professional standards

Avalon Group is a service provider, not a temporary staffing agency. Although we work on clients' premises, as well as at our offices, we are committed to a team approach. Thus we ensure that the broadest range of skills is available to our clients and that we can flexibly adapt to our clients' changing demands.

## OUR TRACK RECORD

Avalon Group evolved from the merger of two instructional design firms – one specializing in designing computer instruction, the other dedicated to enhancing employee performance through training. A shared commitment to designing instruction that produces measurable results led the principals to consolidate their firms.

Avalon Group incorporated in 1990 and extended our services to design and write technical documentation. Our instructional design approach, which emphasizes performance improvement, also guides our approach to technical writing.

Avalon Group quickly developed an impressive clientele. Repeat customers are the cornerstone of our business – a testament to the quality and value of our services.

We serve industries ranging from telecommunications to medical equipment manufacturing to electronic consumer products. Our clients include Fortune 500 companies, state government entities, nonprofit organizations, and up-and-coming local businesses.

## OUR SERVICES

Avalon Group provides an array of technical communications services, coordinated to meet our clients' diverse needs.

### CUSTOMER DOCUMENTATION

Avalon Group designs and writes documentation to instruct your customers how to

- ❖ Assemble and install your products
- ❖ Use your products
- ❖ Maintain and service your products

We develop print and on-line manuals including

- ❖ assembly and installation instructions
- ❖ user guides and getting started guides
- ❖ maintenance and troubleshooting manuals
- ❖ technical reference manuals
- ❖ documentation libraries on CD or DVD

In addition to writing the content of your documents, we provide a complete range of production services, including

- ❖ page design and layout
- ❖ computer-generated graphics
- ❖ preparation for Web delivery

Our custom-designed documents

- ❖ Add value to your products
- ❖ Reduce requests for customer support and warranty claims
- ❖ Increase customer satisfaction
- ❖ Promote the professional image of your company

### SOFTWARE DOCUMENTATION

Avalon Group develops information support systems for a wide range of software products such as custom database applications, a suite of computer graphics tools, and sophisticated systems that manage distributed equipment. In addition to designing and writing software user manuals, we develop

- ❖ on-line and Web-delivered help systems
- ❖ print and on-line getting started guides
- ❖ quick reference guides and job aids
- ❖ on-line and Web-delivered software demonstrations and tutorials

## INTERNAL DOCUMENTATION

Avalon Group works with engineers, system architects, and software developers to create internal documentation that supports the research and development process. We can work from existing documentation or interview your subject matter experts to write

- ❖ feature specifications
- ❖ customer requirements
- ❖ engineering requirements
- ❖ test protocols and plans

By using our resources to produce clear and usable engineering documentation, you

- ❖ Free your engineering resources to focus on their core competencies
- ❖ Bring your products to market more quickly
- ❖ Comply with regulatory requirements and ISO standards
- ❖ Ensure that all organizations relying on your documentation can find and understand the information they need

## USER INTERFACE DESIGN

Avalon Group provides user interface design services for software products and electronic products with displays. Clear language, standardized terminology, and a focus on users' needs are critical to usability.

Relying on our technical expertise and familiarity with users' needs, or working with our clients' systems engineers and human factors specialists, we design effective user interfaces. We can

- ❖ Design, document and test feature flows
- ❖ Develop window or screen layout templates and guidelines
- ❖ Name on-screen elements such as menu commands; windows or screens; buttons, fields and column headings; error messages

In addition to developing software requirements and specifications, we can prototype your user interface. With software development increasingly moving offshore, it is essential to start your software project with a clear vision. By conducting usability studies and refining your user interface *before* you start to develop software, you can shorten your time to market and ensure a well-received product.