

TIM ROSA ASSOCIATES

Core Competencies

Established in 1991, Tim Rosa Associates is the leading source for **powerful communications materials that deliver results**. We specialize in developing technical documentation, marketing collateral, training materials, and regulatory documents for technology, health care, and financial services companies worldwide. Leveraging our unique *3-D Process™*—Define, Develop, Deliver—we create targeted communications materials that **meet your company's exact needs, exceed your customers' expectations, and demonstrate compliance** with state, federal, and global regulatory agencies. Tim Rosa Associates provides the following core services:

TECHNICAL DOCUMENTATION: Quality technical documentation enhances **every aspect of your business**. It results in fewer calls to your help desk, supports your goals for customer satisfaction and retention, inspires brand loyalty, and demonstrates compliance with regulatory agencies. We create documentation for a variety of audiences, including end users, developers, system/network/database administrators, sales representatives, clinical trial subjects, and regulatory agencies. We produce user's guides, online help systems, developer's guides, API references, administrator's guides, getting started guides, and Flash MX-based movies.

MARKETING COLLATERAL: Deftly written and expertly designed marketing collateral—including brochures, whitepapers, case studies, and other tools—is **critical to promoting your business**. Effective marketing materials demonstrate ROI for your product or service, present the value proposition of your company, product, or service, engage current customers and prospects, and showcase your company's thought leadership. We create 8- to 10-page white papers from scratch or from your template in as little as three weeks. To see sample white papers, go to www.timrosaassociates.com/portfolio/samples.html.

TRAINING MATERIALS: Successfully launching a new product or service **demands your attention to every detail**. Though challenging for even the most robust training department, crafting well-planned, customer-focused training materials is critical to your company's success. With broad expertise in instructional design methodologies and the latest e-Learning technologies, Tim Rosa Associates quickly and efficiently develops training materials for new products, new hires, services, and sales.

"It was an absolute pleasure to work with Tim Rosa Associates. Not only was the final result well written, but their team's professionalism and grace under duress made this a great experience. We delivered to a very aggressive schedule and our customer was thrilled with TRA's website content. Thanks again for rising to the occasion for us."

—Karen Anderson
VP of Client Services
New Tilt, Inc.

SELECTED PRODUCTS

- API references
- Brochures
- Captivate demos/simulations
- Case studies
- Data sheets
- Developer guides
- Digital video
- e-Learning modules
- Embedded help systems
- End-user guides
- Flash-MX based movies
- Getting started guides
- Installation guides
- Instructor-led training
- Network administrator guides
- Online help
- Quick reference guides
- Sales documents and training
- Web-based training
- White papers
- Website content

SELECTED SERVICES

- Copyediting
- Copywriting
- Developmental editing
- Graphic design
- Icon development
- Indexing
- Localization
- Project management
- Proofreading
- Single-source publishing
- Technical illustrations
- Technical editing
- Technical writing
- Template design
- Translation
- User interface design
- Website content development

REGULATORY COMPLIANCE DOCUMENTS: If your company is facing **stringent state, federal, and global regulatory compliance requirements**, count on Tim Rosa Associates for expert guidance. We have the insight and experience to help pharmaceutical, biotechnology, financial services, and technology companies satisfy the compliance documentation requirements of the U.S. Food and Drug Administration (FDA) and Securities and Exchange Commission (SEC), and other regulatory agencies in Canada, Europe, and Japan. We work with you to define the processes and create the supporting documentation that will demonstrate compliance with the Sarbanes-Oxley Act, 21 CFR Part 11, GLBA, HIPAA, SB 1386, and ISO 9001:2000.

E-NEWSLETTERS: Staying connected to your prospects, customers, employees and partners on a regular basis **demonstrates goodwill** and drives **repeat business**. Tim Rosa Associates can design, develop, and deliver your e-newsletter to any audience on any frequency—weekly, monthly, or quarterly.

CONTENT MANAGEMENT SYSTEMS: Businesses survive by **responding quickly and effectively to change**. Managers make decisions based on their knowledge, experience, instinct, and training. The most dynamic organizations establish and maintain the discipline necessary for control and management of important documents. Tim Rosa Associates can help you define a process for developing and managing your content, and can objectively recommend the right CMS product for your needs.

LOCALIZATION AND TRANSLATION: In today's global marketplace, companies deliver their products and services to customers in all corners of the world. Tim Rosa Associates creates all of its work products with this cultural sensitivity in mind. We have established relationships with the best localization and translation vendors in the world, so you can **outsource the entire multilingual challenge**, including technical, linguistic, and design issues, **to a single source**—Tim Rosa Associates.

SELECTED CLIENTS

TECHNOLOGY: @stake (Symantec) ■ Aquent ■ Arch Wireless ■ BigBand Networks ■ BT Conferencing ■ Cisco Systems ■ Cognex ■ Corporate Graphics ■ Ember ■ EMC ■ EnvoyWorldWide ■ HP ■ IBM ■ Kodak ■ LSI Logic ■ Macromedia (Adobe) ■ Microsoft ■ Mint Technology ■ nCipher ■ Neartek ■ PictureTel (Polycom) ■ PostX ■ Publicis – Dialog ■ Rational (IBM) ■ Research In Motion ■ Retail Systems Alert Group ■ RSA Security ■ Safeguard Utimaco ■ Siebel Systems ■ Silverback Technologies ■ Sprint ■ TeleAtlas ■ TechTarget ■ USC – Institute for Creative Technologies ■ Vaultus ■ Webhire ■ XyEnterprise **HEALTHCARE:** American Health Products ■ Archemix ■ Aventis ■ Bayer AG ■ Dana Farber/Harvard Cancer Center ■ Eli Lilly ■ InfoMedics ■ Millennium Pharmaceuticals ■ PHT Corporation ■ Wyeth Research **FINANCIAL SERVICES:** Fidelity Investments ■ First Call (Thomson Financial) ■ Fundtech ■ MFS ■ MetraTech ■ Providus ■ Thomson Financial

Contact Tim Rosa Associates today to find out how we can make an immediate impact on your business. Call toll free at 888-TIMROSA (888-846-7672) or visit our website at www.timrosaassociates.com.



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