

TIM ROSA ASSOCIATES

The writing source™

COMMUNICATING WITH IMPACT AND PRECISION

Are your technical communication needs overwhelming your current staff, breaking your budget, or stretching your resources? Outsourcing with Tim Rosa Associates helps you meet these challenges. Tim Rosa Associates defines, develops, and delivers clear content that is focused on your customers and customized to your specific business needs. Our successful projects encompass product/service documentation, white papers, case studies, training materials, and regulatory compliance documents—many enhanced by interactive media and purposeful imagery. Drawn from a deep talent pool with wide-ranging expertise, the communication professionals of Tim Rosa Associates swiftly and efficiently guide your project from conception to satisfying conclusion.

ON TARGET, ON BUDGET, ON TIME

Since 1991, Tim Rosa Associates has been developing premium, award-winning content that demonstrates an unqualified commitment to excellence. We work effectively with both start-ups and Fortune 500 companies in many industries within three primary markets—technology, healthcare, and financial services. The experts at Tim Rosa Associates apply best-practice project management processes to keep each engagement on budget and on schedule.

PROVING OUR CLAIMS

Our senior-level experts have successfully completed hundreds of projects for organizations of all sizes. Tim Rosa Associates produces compelling, targeted solutions that make your company stand above the crowded field. To help you compete in the global marketplace, we even provide localization and translation for any type of project. Our core competencies include:

TECHNICAL DOCUMENTATION

Quality technical documentation can affect every aspect of your business. It reduces support calls, improves the quality of your customers' experience, inspires brand loyalty, and demonstrates compliance to regulatory agencies.

MARKETING COLLATERAL

Well-written and well-designed marketing collateral demonstrates your vision and market leadership. White papers and case studies sustain customer interest and create a lasting impression of your company and its products.

TRAINING MATERIALS

Skillfully constructed training materials help your customers use your product or service more effectively. Performance-based training, using proven instructional design principles, bridges the gap between product features and job tasks.



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"Our partnership with Tim Rosa Associates has exceeded my expectations. Starting with best-of-breed writing talent, their teams consistently meet our fast-paced and ever-changing schedules and deliver high-quality work products. They are personable, flexible, and understand our culture and work environment. Tim Rosa Associates is more than just a great team of writers—with their senior-level experience, they make valuable contributions in shaping Ember's documentation."

—Keith Batchelder
Vice President of Operations
Ember Corporation

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

3-D PROCESS DELIVERS RESULTS

Our industry-proven *3-D Process™* applies a focused, consistent, and disciplined approach to each phase of every assignment.

DEFINE

Create a custom solution for each client based on an in-depth understanding of the appropriate audience, market, budget, and schedule.

DEVELOP




Assemble an experienced team to research and produce requested materials. A designated project manager is your single point of contact for each development phase.

DELIVER



Deliver the final content in polished, professional form. A structured review and approval process ensures client satisfaction with each milestone and deliverable.

Tim Rosa Associates has made its mark on the industry with a string of successful achievements, including these recent projects:


TECHNOLOGY

	ACTIONS	RESULTS
	Created <i>user's guides</i> , <i>developer's guides</i> , <i>API help</i> , <i>application notes</i> , and <i>datasheets</i> for two wireless semiconductor product families.	Helped Ember launch complex new products on tight schedules.
	Created a new <i>training strategy</i> and developed all support materials for a <i>10-module training program</i> .	Helped BigBand convert training from a loss leader to a profit center in less than 1 year.
	Developed <i>6 Word templates</i> and produced <i>10 technical white papers</i> in just 12 weeks.	Helped EMC deploy in-house staff to other strategic projects without missing white paper deadlines.

HEALTHCARE

	Developed <i>14 Word templates</i> and <i>document content</i> for all phases of the enterprise-wide Systems Development Life Cycle (SDLC).	Helped Millennium reduce R&D timelines and costs by creating a standard document set for all validation projects.
	Created <i>40 Word templates</i> and <i>document content</i> for a new Trial Success Program that ensures consistency, repeatability, and scalability of clinical trials.	Helped PHT accelerate their clinical trial deployment timeline for new and existing pharmaceutical sponsors.

FINANCIAL SERVICES

	Wrote a <i>technical white paper</i> for a new online transaction processing (OLTP) solution.	Helped Fidelity boost sales by communicating the technical value of their new OLTP solution.
	Developed <i>single-source online</i> and <i>printed documentation</i> for an in-house Portfolio Trading System.	Simplified PTS system documentation to help investment managers focus on investing, not software.

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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