

TIM ROSA ASSOCIATES

The writing source™ for white papers

WHITE PAPERS AND CASE STUDIES DELIVER RESULTS

According to the 2005 IT Marketing Trends Study results, 85% of those surveyed indicated that white papers and case studies were important areas of spending to drive online lead generation.* White papers deliver your corporate message to a motivated and engaged audience. Crafting effective marketing collateral requires an understanding of business and regulatory issues, a solid grasp of the underlying technology, and wide-ranging experience communicating with a diverse but highly sophisticated audience. Done well, a white paper validates your expertise in the field, delineates the benefits of your unique approach or solution, and confirms your keen understanding of the competition. Given the importance of white papers in today's market, outsourcing their development to skilled writing professionals can make the difference between a missed opportunity and a successful document that keeps a prospect in your sales pipeline.





FROM CONCEPT TO WHITE PAPER

In as few as three weeks, Tim Rosa Associates turns concepts and ideas into focused, compelling white papers. Since 1991, Tim Rosa Associates has worked with C-suite executives, marketing teams, and R&D professionals to develop white papers that discuss specific business solutions provided by evolving technologies, turning prospects into customers. Building on broad industry experience and the skills of communications experts spanning diverse industries and disparate disciplines, Tim Rosa Associates delivers white papers that are on target, on schedule, and on budget. Satisfied clients include dozens of companies—from Fortune 500 leaders to innovative start-ups—that encompass the technology, healthcare, and financial services markets. The groundwork devoted to white paper development can also be re-purposed into website content case studies, e-newsletters, web posting, and targeted email communications.



RECENT WHITE PAPERS

Recent marketing collateral projects run the gamut from white papers and case studies to executive briefs, including these successes:

TECHNOLOGY

	ACTIONS	RESULTS
	Produced more than 80 IT Briefings, white papers based on webcasts, in 18 months.	Helped TechTarget's customers generate new revenue based on qualified sales leads.
	Wrote 2 technical white papers and developed more than 20 reference documents for the BlackBerry Resource Center in 6 months.	Helped RIM increase awareness and sales of their new and existing products.
	Developed and produced the company's first two white papers from scratch in under 4 weeks each.	Helped Utimaco develop company and brand awareness.
	Developed a corporate white paper on the company's secure messaging product in under 3 weeks.	Helped PostX launch a new marketing campaign on a tight deadline.

HEALTHCARE

	Wrote a technical white paper that explains the process and technology used for tracking and protecting the company's genetic sequences.	Helped the Millennium R&D and legal departments focus on identifying and safeguarding their critical intellectual property.
	Created a technology overview and sponsor roadmap 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 technical white paper for a new online transaction processing (OLTP) solution.	Helped Fidelity boost sales by communicating the technical value of their new OLTP solution.
	Wrote an executive brief on Sarbanes-Oxley compliance that was sent to C-level executives in the financial services industry.	Helped Providus improve the response rate of their direct marketing program.

"We were already under the gun to deliver a white paper for a critical marketing program when we contacted Tim Rosa Associates. They developed a high-quality, 10-page white paper from scratch in just three weeks!

Most importantly, this paper is driving targeted leads to our sales force and contributing to the bottom line."

—Michael Weir
Director of Marketing
PostX Corporation

To see sample white papers, go to www.timrosaassociates.com/portfolio/samples.html.

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

APPLYING THE 3-D PROCESS

The *3-D Process™*, developed by Tim Rosa Associates over the course of hundreds of successfully completed projects, yields consistent results and polished content to meet the demanding schedules that drive white paper development. Our methodology provides a three-phase approach that begins with a project kickoff and ends when the stakeholders approve the final work products. Each phase is driven by specific milestones aligned with your business goals.

DEFINE

During this phase, we work closely with your essential staff members to determine key themes and the best way to present your message. We assemble a dedicated project team based on your line of business and identified requirements. Through the expertise of our seasoned writing and design associates, we help you find the most efficient and cost-effective way to reach your goals.

DEVELOP

Once a project is underway, we collaborate closely with your staff members, working through the milestones in a professional, disciplined manner. A firm project schedule and well-defined milestones ensure that content is delivered on target, on schedule, and on budget. Through rigorous oversight and our fine-tuned methodology, we avoid the problems and traps that often trip up less experienced teams. Regular status updates keep you informed of progress and eliminate potential scheduling or resource bottlenecks. Associates can work on-site or remotely to meet the requirements of each individual project.

DELIVER

When the words have been polished to reflect your message, Tim Rosa Associates can help you maximize the use of each white paper by re-purposing it for web posting, email distribution, or other electronic delivery methods. We work closely with external vendors—including printers and translation agencies—to move your words through the presses or into another language. Each deliverable reflects your corporate image and message, refined through our careful attention to detail and our expert production skills.

BEYOND WHITE PAPERS

Our communication expertise ranges far beyond white papers—we create solutions that are tailored to your customers' needs and your specific requirements. We develop product and service documentation for web-based, enterprise, desktop, or handheld systems; marketing collateral (case studies, brochures, data sheets, and e-newsletters); web- and classroom-based training materials; and regulatory compliance documents—all delivered with impact and precision. We supply top-notch indexing, editing, and template design for your publications, and produce technical illustrations, conceptual graphics, icon design, user interfaces, audio content, and digital video segments. Our extensive localization and translation services can open your products to the global marketplace.

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.



TIM ROSA
ASSOCIATES