



Company Description

Mission

Technical Communications Consulting, Inc. (TCC) provides cost-effective, results-oriented informational, instructional, and technical marketing communications to businesses to enhance their products, services and operations. We work with our clients' customers, technical experts, product managers, and customer service representatives to define, design, develop, and deploy timely, user-friendly communications that make business sense. In addition, TCC develops and delivers custom technical communications training and consults with companies on best practices for their in-house technical communications functions.

Certifications and Affiliations

TCC is certified as a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council. TCC owner, Andi Dunn, is a long-time member of the Society for Technical Communication (STC).

Services and Capabilities

TCC works carefully with clients to assess communication needs and define project requirements. We tailor the level of service and communication products to meet these requirements. Our services and products cover organizational performance improvement, end-user product documentation and training, internal support documentation and training, and technical marketing.

Organizational Performance Improvement

TCC strengthens organizations by analyzing clients' current work processes and performance and, where appropriate, developing targeted communications and training to address organizational needs. Typical performance improvement communications products include work process documentation, role-based training, organizational handbooks, and job aids.

End-user Documentation and Training

TCC contributes to successful system adoption and product launch by studying end-user tasks and developing focused, role-based communications to help users get up to speed. Typical end-user documentation and training deliverables include user guides, online help, training courses, and job aids.

Internal Support Documentation and Training

TCC increases the efficiency of system and product support by assessing where users will need assistance and preparing communications and training so that support personnel are ready. Typical support documentation and training deliverables include service manuals, FAQs, software demos, wiki content, product descriptions, training courses, and transfer-of-information events.

Technical Marketing

TCC influences product purchases by addressing the gap between product marketing and technical buyers and preparing communications that convey both marketing messages and key technical information. Typical technical marketing deliverables include product data sheets, website content, and installation instructions.

Tools

TCC staff is experienced users of the following tools:

Microsoft Office Suite 2003 and 2007, Visio 2007, Adobe Captivate 3.0, SnagIt 9.0, RoboHelp X5, MadCap Flare 5.0, MadCap Mimic 2.0, MediaWiki, Blackboard Learning System; Vasont 10, XMetal Author 4.6, Adobe CS4 (Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Pro)



Company Description, Continued

Clients

TCC develops documentation and training for small and large companies, government agencies, and educational institutions. Below are synopses of recent client projects. Client references and sample deliverables are available upon request.

Medical Device Manufacturer

Since 2002, TCC has developed installation manuals, user guides, and service manuals for three generations of the company's dental X-ray equipment. TCC cut information development costs by generating online help and installation and user guides from a single electronic source.

Real Estate Franchiser

In 2008, TCC developed web-based help and 5 Adobe PDF manuals from a single electronic source for franchise brokers and agents who use the company's intranet-based content management system. TCC also created work process documentation for the company's corporate office staff.

Promotional Marketing Clearinghouse

TCC developed an intranet site in 2001 with information on the company's products and services. With over 500 pages, the site is now the company's go-to knowledge base for account managers, product developers, and tech support. TCC continues to update and expand the site as the company's products and services evolve.

Fortune 500 Software Developer

From 2004-2008, TCC developed documentation, online help, and instructor-led training, and staged transfer-of-information events for the company's application performance management software product. As part of the company's world-wide information development team, TCC worked with technical writers and subject matter experts on four continents.

County Stormwater Management Agency

Since 2003, TCC has worked with agency staff, engineering consultants and stakeholders to compile a technical reference manual for homeowners and developers who must comply with the county's stormwater ordinance. By using a collaborative approach to creating the content specification for the manual, TCC has helped the agency further its wetland preservation mission.

Floral Industry Leader

In 2008, TCC supplied contract technical writing services to this major leader in the floral industry. In addition to assisting with the user guide for the company's florist point-of-sale system, TCC created a series of software videos demonstrating the system's new features.

Major University Library

As part of the Library's university-wide overhaul of their website, TCC developed a six-hour seminar for library staff on Writing for the Web. At the end of the seminar, each staff member had a specific outline of their content and had practiced techniques for writing effectively for the web.



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Company Description, Continued

About the Principal

Dr. Andi Dunn is a professional communicator with nearly 20 years of experience in the analysis, design and development of communications products. Dr. Dunn's success in this field results from her use of a pragmatic methodology for assessing organizational and informational needs and her use of best practices in technical communications. This methodology combines stakeholder interviews about business systems, work processes, and job tasks with analysis of workplace content to produce visual and narrative representations of current and desired operations.

Andi Dunn began work in the area of technical information design and development as a technical communicator, first with the Center for Computer-Aided Design at the University of Iowa and later with Motorola, where she held positions as a Staff Technical Writer, Information Product Analyst and Senior Writer/Producer Multimedia. In 2001, Dr. Dunn founded Technical Communications Consulting, Inc. a small business serving the organizational communications needs of corporations and non-profits in the Chicago area.

Andrea Dunn has high standards and a demonstrated ability to work effectively with stakeholders and team members. As a team member, she is valued both for her technical knowledge and for her ability to ensure incisive project communications and stellar final deliverables.

Andrea Dunn holds a PhD in Linguistics from the University of Illinois at Urbana-Champaign. She is a Senior Member of the Society for Technical Communication (STC), a member of the Healthcare Information Management Systems Society (HIMSS), and a member of the Chicago Chapter of the International Society for Performance Improvement (CISPI).

Staff

TCC staff are experienced consultants with a wide range of skills and work samples. Resumes are available upon request.