

Software Documentation Creates Synergy

Challenge

Guy Carpenter & Company, LLC is the world's leading risk and reinsurance specialist and part of the Marsh & McLennan Companies. The company creates and delivers reinsurance solutions for clients across the globe.

Guy Carpenter recently began to license its MetaRisk® software to customers. The software provides risk intelligence – the right information quickly, accurately and clearly. It was critical that the software was presented in the most professional way to compete against other players in the market.

Guy Carpenter reached out to InfoPros for assistance in creating documentation that reflected the company's strong brand, and to explain the application in a clear and concise way.

Solution

InfoPros developed a Quick Start Guide that complemented the software's existing online help system. The guide helped first-time MetaRisk® users gain immediate knowledge about the fundamentals of the software, explained how to install the application, and highlighted the primary functions.

To develop an optimal Quick Start Guide, InfoPros worked with Guy Carpenter to understand audience needs and define the document objectives, thus creating a multi-purpose document. The Quick Start Guide serves a three-fold purpose as a:

- Getting started aid
- Teaching tool
- Reference document

InfoPros worked with Guy Carpenter to identify the most critical topics for new users to learn and understand. Document templates were developed to complement the online help system design and to maintain consistency with the help system.

Brand consistency was maintained by using a single sourcing tool used to develop the online help for MetaRisk®. Developing the Quick Start Guide provided additional efficiencies. InfoPros repurposed some existing content, mimizing the development effort and costs. This approach also meant that any future content developed for the Quick Start Guide can easily be integrated into the help system.

Result

Documentation provided by InfoPros has allowed Guy Carpenter to give its software the level of professionalism it was striving for, in addition to giving its clients the tools they need to use the software. The resulting Quick Start Guide complements the online help system and provides new users with step-by-step instructions for learning their product. InfoPros gained efficiencies with reusable content, enabled a platform for integration with online help, and maintained a look and feel consistent with the company's brand.

*Developing a suite of
clear and concise
documentation to
reinforce a
professional brand
image*

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