

# THE VALUE OF **TECHNICAL WRITING**

#thevalueoftechwriting



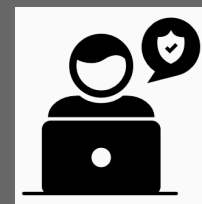
**END USER**



**MARKETING SPECIALIST**



**PRODUCT OWNER**



**QUALITY ASSURANCE ENGINEER**



**SALES/PRESALES PERSON**



**SOFTWARE DEVELOPER**



**SYSTEM ADMINISTRATOR**



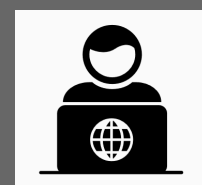
**TECHNICAL CONSULTANT**



**TECHNICAL SUPPORT SPECIALIST**



**TECHNICAL TRAINER**



**TECHNICAL TRANSLATOR**

**ITCQF<sup>®</sup>**

INTERNATIONAL TECHNICAL COMMUNICATION  
QUALIFICATIONS FOUNDATION

# A WORD FROM THE FOUNDATION

#thevalueoftechwriting

The ultimate mission of ITCQF is to promote the value of technical communication as a profession. We have created this short publication to help technical writers make sure their job is adequately valued and appreciated, inside and outside of their organization.

Professionally planned, designed, created, reviewed and published technical documentation can bring a lot of tangible and intangible value to any kind of business. This short publication shows how each function within the organization can benefit from the professional technical content.

We hope you will find it useful to educate all documentation stakeholders and to justify investments required to take your technical communication to the next level. Taking documentation more seriously will pay back in many forms and positively affect all people involved in the technical documentation lifecycle – from creators to consumers.

People often fail to realize how many aspects of the product and business can be impacted (positively and negatively) by the technical communication activities and products. With this series of graphics in hand you now have a more complete picture.

Share it, send, print, copy, quote, use specific parts or the whole document to sell technical documentation internally and show appreciation to your documentation team.

Let's make the next step in promoting technical writing together!

Yours,

International Technical Communication Qualifications Foundation

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INFO VISIT**

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# THE VALUE OF TECHNICAL WRITING FOR AN END USER

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1

## QUICK START

When guided by good introductory docs new users can save a lot of time on figuring out the basics.

2

## LIMITED NEED FOR SUPPORT

Customers can resolve many issues on their own based on high-quality product documentation.

3

## IMPROVED EFFICIENCY

With good docs the users can go from beginners to advanced level faster.

4

## USAGE SAFETY

Docs created according to industry standards help the users avoid dangerous situations.

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# THE VALUE OF TECHNICAL WRITING FOR A MARKETING SPECIALIST

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1

## OFFICIAL CONTENT

Ready to be reused in marketing materials, social media, etc.

2

## BUSINESS DIFFERENTIATOR

Professional documentation can be a real competitive advantage.

3

## EXTRA VISIBILITY

Technical documents can lead to marketing content (e.g. company webpages).

4

## COMMUNITY ENABLEMENT

A knowledge base for customers and partners is a great way to build community.

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# THE VALUE OF TECHNICAL WRITING FOR A PRODUCT OWNER

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1

## FIRST IMPRESSION

Documentation is often the user's first contact with the product.

2

## DEMO STARTING POINT

Technical documentation provides great material for creating demos.

3

## PARTNERSHIP ENABLEMENT

Good documentation makes it much easier to enable customers and partners to work with your product.

4

## ADDITIONAL REVENUE STREAMS

Training and certification scheme developed based on docs can be sold along with the product.

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# THE VALUE OF TECHNICAL WRITING FOR A QUALITY ASSURANCE ENGINEER

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1

## TEST SCENARIOS

Documented usage flows and examples can be re-used for test procedures.

2

## TRAINING MATERIALS

Newcomers can test docs as part of their onboarding activities and learn the product at the same time.

3

## TEST ENVIRONMENT AND DATA

Clear prerequisites, requirements and guidelines reduce the time needed to get prepared for testing.

4

## ALLIES IN TESTING

Techwriters report product issues encountered during documentation activities.

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# THE VALUE OF TECHNICAL WRITING FOR A SALES/PRESALES PERSON

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1

## COMPETITIVE ADVANTAGE

Professional docs can be a real differentiator when comparing products/solutions.

2

## PORTFOLIO DISAMBIGUATION

Release notes provide an accurate summary of features available in each product line/version.

3

## OFFICIAL CONTENT

Ready to be reused in offers, responses to RFP, RFQ, etc.

4

## BRAND VISIBILITY & RECOGNITION

Knowledge base for customers and partners is a great way to build community.

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# THE VALUE OF TECHNICAL WRITING FOR A SOFTWARE DEVELOPER

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1

## QUICK LEARNING/IMPLEMENTATION

High quality docs and examples help overcome a steep learning curve and accelerate implementation.

2

## EFFECTIVE INTEGRATIONS

Fast and error-free integration can be achieved only with well documented APIs.

3

## LESS SUPPORT WORK

With good documentation at hand the first line of support can handle a lot of cases on their own.

4

## REDUCED MAINTENANCE EFFORT

A well documented specification means easier code maintenance.

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# THE VALUE OF TECHNICAL WRITING FOR A SYSTEM ADMINISTRATOR

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1

## CLEAR SYSTEM REQUIREMENTS

Precise and unambiguous information published together with the product.

2

## LESS MAINTENANCE WORK

Well documented activities are easier to automate.

3

## TROUBLESHOOTING

Solutions to most common issues available at hand.

4

## INFO ON UPDATES

Release notes provide precise information about changes and their impact.

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# THE VALUE OF TECHNICAL WRITING FOR A TECHNICAL CONSULTANT

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1

## COST REDUCTION

Professional documentation saves a lot of time needed to implement a product or solution.

2

## INDEPENDENCE

Consultants can work on-site without engaging developers/support.

3

## ACCURATE REFERENCE

Easy access to dependable technical information.

4

## EFFICIENT TRAINING

Less time required to introduce new users to a product or solution.

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# THE VALUE OF TECHNICAL WRITING FOR A TECHNICAL SUPPORT SPECIALIST

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1

## FEWER ISSUES REPORTED

Customers can resolve many issues on their own based on high-quality product documentation.

2

## REDUCED RESOLUTION TIME

Solutions are easier to find with accurate technical reference at hand.

3

## KNOWLEDGE MANAGEMENT

The latest solutions are shared through timely documentation updates.

4

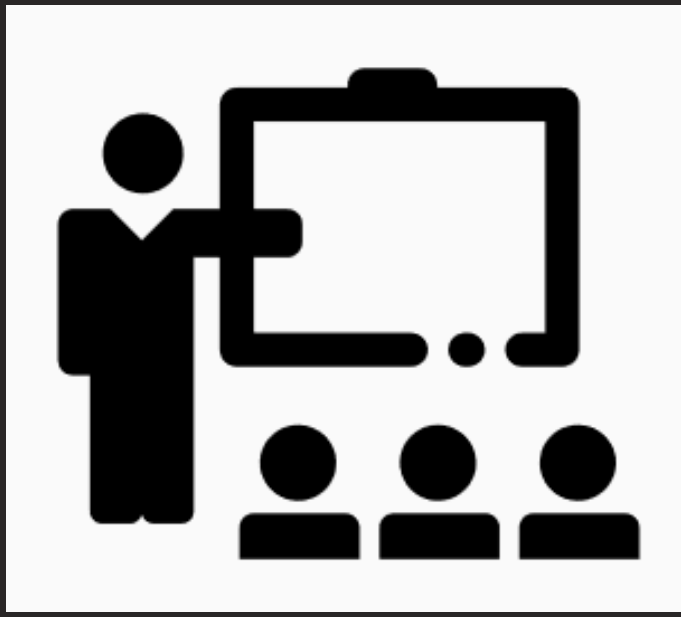
## EFFICIENT ONBOARDING

Product documentation is a great learning tool for newcomers.

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# THE VALUE OF TECHNICAL WRITING FOR A TECHNICAL TRAINER

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1

## PRE- AND POST-TRAINING REFERENCE

Trainees can go to product docs for information before and after the classes.

2

## INPUT TO TRAINING SCENARIOS

Reuse content from existing docs to optimize cost.

3

## RELIABLE END USER DATA

Leverage documentation analytics to identify training needs of your users.

4

## EASY SETUP

Use official instructions and prerequisites for setting up online or in-class environments.

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# THE VALUE OF TECHNICAL WRITING FOR A TECHNICAL TRANSLATOR

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1

## COST SAVING

Content optimized by professional techwriters is easier and quicker to translate.

2

## TRANSLATION-READINESS

Techwriters understand differences between languages and avoid potential issues in advance.

3

## CONSISTENCY

Techwriters use content snippets to avoid expressing the same meaning in different words.

4

## PREDEFINED STYLE

Many linguistic choices become simpler when following a technical writing style guide.

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## About ITCQF®

The International Technical Communication Qualifications Foundation (ITCQF®) is a comprehensive technical communication certification program developed in cooperation with recognized techcomm experts, and based on existing international standards.

The program is designed to facilitate the learning process for aspiring technical communicators, as well as to supplement and organize the knowledge of already experienced techcomm specialists. Ultimately, ITCQF® provides a means to standardize the terminology, processes and best practices used by professionals across the world in different organizations.