

# Information Mapping® Solution overview

Information Mapping International NV

## Solution overview

### Overview

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## What is Information Mapping?

### Methodology

Information Mapping® is a research-based methodology to analyze, structure and present information in a clear and consistent way. The methodology is applicable to both the

- analysis of existing documentation structure and content ,as well as
- the creation of documents and reusable content.

### Benefits

Using the Information Mapping® Methodology will allow you to

- invite a reader to read and use the document.
- cover only relevant information.
- create documents that are 'scannable'. People do not read documents, they scan, searching for the information they need.
- help a reader capture the essence faster.

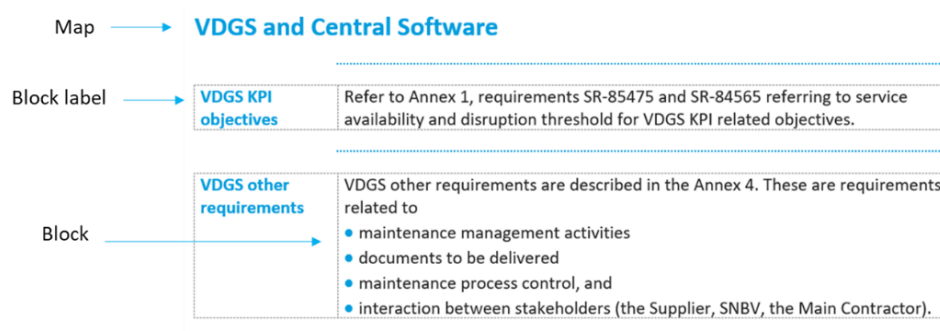
### Components

The Information Mapping® Methodology consists of

- 2 information units: Blocks & Maps
- 6 Information Mapping Principles, and
- 6 Information Mapping Types.

### Blocks and Maps

The basic units of a document are Blocks and Maps. They greatly contribute to your content's structure and transparency.



This table defines Blocks and Maps.

Unit	Description
Blocks	<ul style="list-style-type: none"> <li>• Information units that cover 1 topic/idea.</li> <li>• They have a relevant label, indicating the subject of the Block.</li> </ul>
Maps	<ul style="list-style-type: none"> <li>• Collection of related Blocks.</li> <li>• They have a relevant title, indicating the subject of the Map.</li> </ul>

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## What is Information Mapping?, Continued







### Benefits of Blocks and Maps

Our solution lies in the benefits of using Blocks and Maps. You can

- save them as reusable Blocks and Maps, and
- create templates with reusable Blocks and Maps.







### Information Mapping Principles

There are six Principles that define the methodology. These Principles make it easier for the reader to read and recall information.

	CHUNKING	Group information into small, manageable units
	RELEVANCE	Limit each unit of information to one idea
	LABELING	Clearly label each unit of information
	CONSISTENCY	Use similar terminology and formatting for similar content
	INTEGRATED GRAPHICS	Use graphics within the content to clarify it
	ACCESSIBLE DETAIL	Provide levels of detail appropriate for all readers

### Information Mapping Types

The methodology shows that over 85% of business content falls into one of six Information Types. These Information Types answer the most common reader questions.

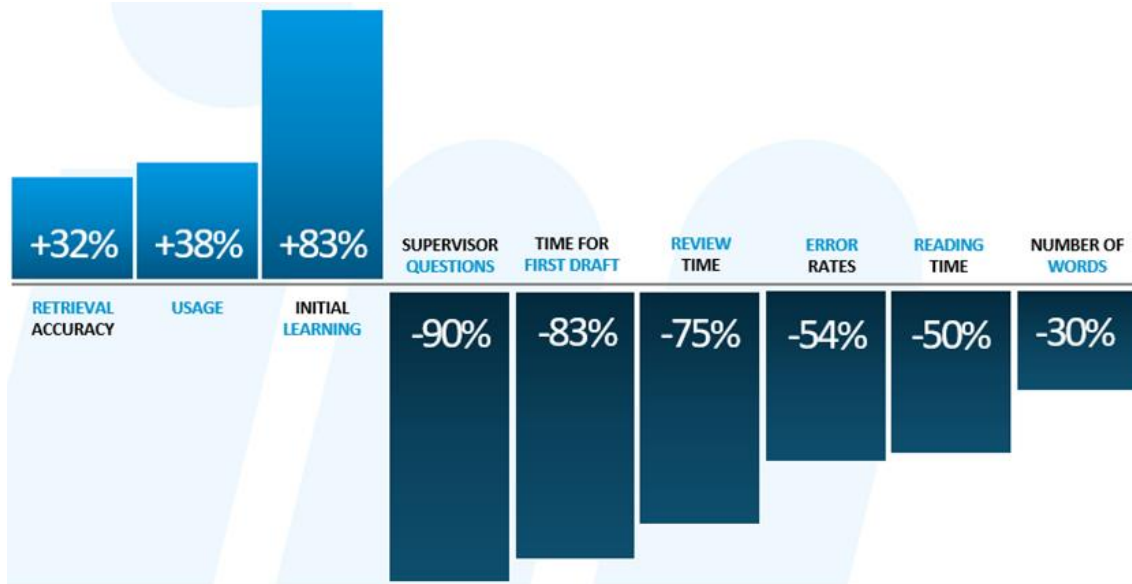
	PRINCIPLE	A statement that guides or requires behavior
	PROCESS	A series of events, stages or phases
	PROCEDURE	A set of steps that the reader performs
	CONCEPT	A group of things that share a critical set of attributes
	STRUCTURE	Anything that has parts and boundaries
	FACT	A statement that is assumed to be true

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## What is Information Mapping?, Continued

### Benefits for reader/ writer

The use of both FS Pro for Word and the Information Mapping® Methodology offers benefits for both the reader and the writer.



### Benefits for an organization

The use of both FS Pro for Word and the Information Mapping® Methodology also offers benefits for organizations.

<p><b>RISK</b> mitigation</p> <ul style="list-style-type: none"> <li>• Reduce risk by consistent documentation</li> <li>• Increase safety and compliance</li> </ul>	<p><b>COST</b> reduction</p> <ul style="list-style-type: none"> <li>• Capture employee knowledge</li> <li>• Increase operational efficiency</li> <li>• Reduce support calls</li> <li>• Decrease translation costs</li> <li>• 40% gain in costs linked to documentation</li> </ul>	<p><b>REVENUE</b> growth</p> <ul style="list-style-type: none"> <li>• Reduced time to create content. Ex answering more RFP's in same time</li> <li>• Accelerate time to market</li> </ul>
<p><b>Digital &amp; Innovation</b></p> <ul style="list-style-type: none"> <li>• From a MS Word document to an enriched HTML environment</li> <li>• Role based publishing</li> </ul>	<p>documentation</p> <p>40% gain in costs linked to</p>	<p><b>Skilled</b> workforce</p> <ul style="list-style-type: none"> <li>• Efficiency through standardization</li> <li>• Better understandable content</li> </ul>

## FS Pro for Word

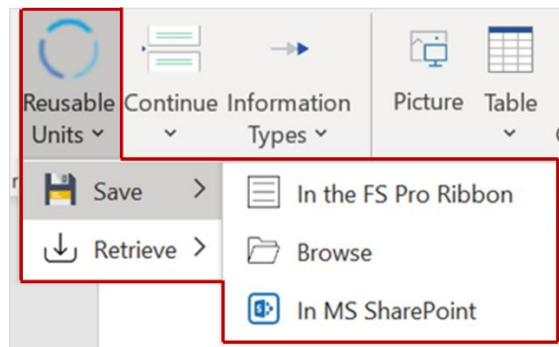
### What is FS Pro for Word?

FS Pro for Word is an Information Mapping® product and is an addon for Microsoft® Word 2010, 2013 and 2016/365 (locally installed).

Our software is a productivity tool to quickly and easily apply the Information Mapping® Methodology.

### Reusability of content

When creating an IM Unit (Block, Map, etc.), you can save it as a Reusable Unit.



### Advantages

The advantages of Reusable Units are

- Considerable time saving when writing, and
- Consistency in structure, presentation and language.

### Online publication

By using FS Pro for Word's online publishing feature, you can convert your MS Word document into a responsive online publication.

The image below indicates the digital value of reworking documents according to the IM Methodology.

- Online publication for any device thanks to the responsive design in Word.
- Thanks to the online publication, you can specifically search for information.



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## FS Pro for Word, Continued

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### FS Pro Cloud license

All online publications are saved and managed in the FS Pro Cloud. Moreover, in the FS Pro Cloud you can

- create and save an unlimited number of publications
  - set up a personalized folder structure for your organization
  - create themes, adding the logo of the company, modifying the colors and adding images for highly customized publications
  - implement validation workflows to have publications approved before they are publicly shared
  - create different user roles (as an administrator), and
  - password protect your folders and/or publications.
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### User roles in the FS Pro Cloud

With an FS Pro Cloud license, you can define different user roles.

Who?	Competences?
Administrator	<ul style="list-style-type: none"> <li>• Can create user roles</li> <li>• Can create publications</li> <li>• Approves or rejects publications</li> <li>• Creates and moves folders</li> </ul>
Uploader	<ul style="list-style-type: none"> <li>• Can create publications</li> <li>• Approves or rejects publications</li> <li>• Creates and moves folders</li> </ul>
Viewer	Can only view publications that are shared with them. Viewers have a “read only” profile and do not need a FS Pro license.

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## Services

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### Introduction

Information Mapping has experienced consultants with expertise in the fields of document creation, structure, and information architecture.

They are available as a resource to provide services throughout the entirety of the project.

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### Types

You can leverage Information Mapping for the following services

- Content audit
  - Content strategy
  - Content architecture and design
  - Content development
  - Deployment
  - Training Services
  - Mentoring and coaching, and/or
  - ‘Just-in-Time’ Writing Resources
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### Result

As a result of introducing Information Mapping, you will be able to

- restructure and simplify documents
  - confidently create future documents[TypeDocument], and
  - convert documents into online publications.
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### References

Abbott | Abbvie | ADM | ADB Safegate | American Airlines | Amgen | BESIX | Biocon | Cipla | Delta | Dr Reddy’s | Engie | Exxon | Infrabel | KPMG | Marathon Oil | Merck | Nokia | NSA | Pfizer | Proximus | PWC | Torrent

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