



making  
information  
**WORK!**



do  
you  
know?

# Information Mapping®

For more than 40 years, the international and research-based Information Mapping® method has helped leading organizations to solve many critical business issues, such as:

- ✓ **capturing employee knowledge**
- ✓ **controlling compliance documentation**
- ✓ **improving safety & operational procedures, and**
- ✓ **replicating best practices.**

## What is it?

The Information Mapping® method is a proven, research-based approach to **analyzing**, **organizing**, and **presenting** information based on the audience's needs and the purpose of the information. It improves organizational efficiency by making it easy for employees to quickly find, understand and use the information they need to do their jobs effectively.

## History

Information Mapping® was developed by Robert E. Horn in 1967. Professor Horn was a researcher at Harvard and Columbia universities who was interested in how structured writing could be used to improve comprehension and performance.

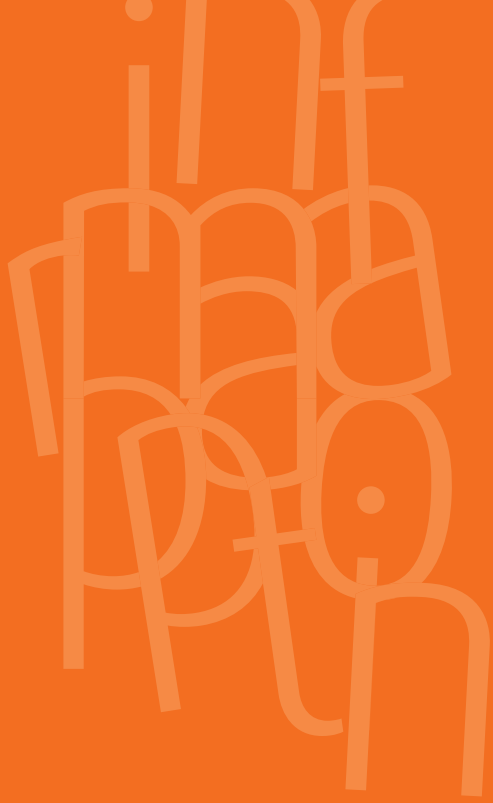
His research resulted in a method that improves information effectiveness and performance by incorporating key concepts from a variety of disciplines such as cognitive psychology and learning theory.

## Today

Forty years later, the Information Mapping® method has been learned and used by more than 600.000 people from thousands of the world's leading organizations and governments in more than 25 countries, standing the test of time and technological evolution.

## Intellectual Property

The Intellectual Property (IP) in and related to Information Mapping® is owned by Information Mapping International nv. The Information Mapping® method is protected by contract laws, copyrights and trademarks.



your  
challenges  
uncovered

# Does your information work?



Organizations wishing to remain competitive are facing significant challenges with regards to creating and managing information.

**What's** the most efficient way to manage and reuse our organization's huge amount of content within our content strategy? ”

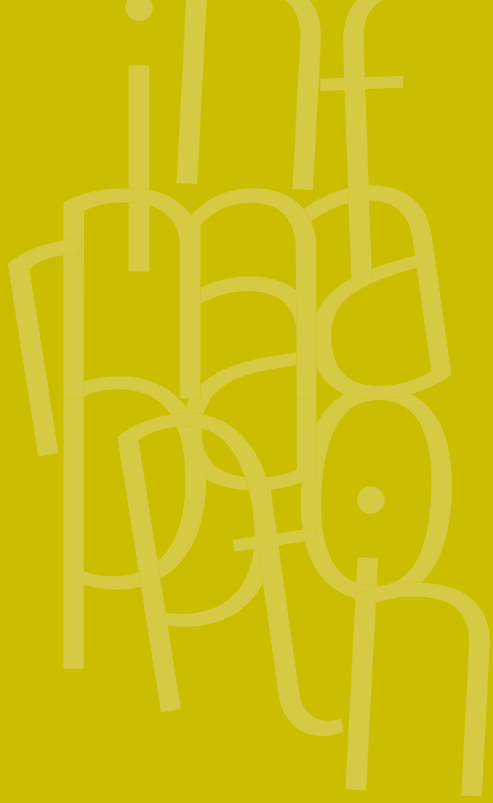
**People** in operations lose time searching for correct information. Can we improve their efficiency? ”

**We** really need to capture our employees' knowledge and best practices before they walk out the door! ”

**Our** communication with our stakeholders is not clear. What can we do? ”

**How** can we control our rapidly changing compliance documentation? ”

**We** need a way to shorten training cycles and get new employees up to speed more quickly! ”



learn  
deploy  
enjoy

# The Information Mapping® solution

## Learning services

We provide Information Mapping® training in different learning formats:

- ✓ **public training**
- ✓ **corporate training**
- ✓ **e-learning programs, and**
- ✓ **blended learning programs.**

## Professional services

We understand how people need to use information to be effective in their jobs. We simplify complex information problems and develop information that works!

Our Solution Partners offer expertise in information capture, design, development, and management. Their experienced professionals provide a full range of consulting and project management assistance as well as training and writing services.

## Technology

**FS Pro** is software that integrates with Microsoft Word and that allows organizations to quickly and easily apply the Information Mapping® presentation strategies consistently to create professional-looking documents.

Information Mapping® templates are also available for other leading authoring tools including Framemaker™ and Author-it™. Our Partners also provide additional technological solutions such as Publimap Pro and iMapper.





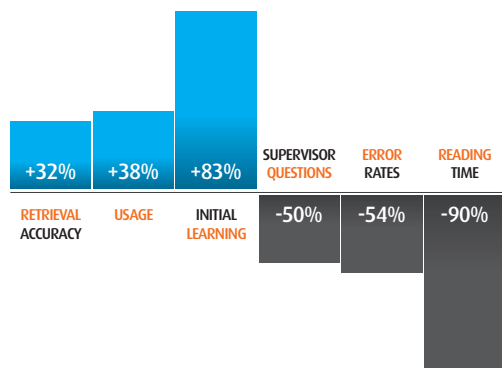
convince  
yourself  
and benefit

# Results of using Information Mapping®

## Who will benefit in your organization?

Embracing Information Mapping® as a company-wide information standard enables organizations to capture, communicate, and manage information more effectively in all their departments.

Information Mapping® as a corporate standard can significantly improve your operating efficiency, customer service and compliance with regulatory requirements.



## An example

The example below shows how a traditional business document can be converted to its clear and user-focused Information Mapping® counterpart.

### before

**IT Equipment/Services Policy**

- A number of vendors have been approved for the purchase of IT services and equipment. Regional Managers may purchase IT services by preparing a draft Statement of Requirements, which should identify the equipment/services required, and preferred vendor from the list of approved vendors. (See item 1.3.) These vendors, and only these vendors, shall be used for all IT purchases. (For exceptions, see item 2.4 below.)
- The IT Manager will be involved in all IT purchases. The IT Manager's role is to check and finalize the details of the Statement of Requirements (SR) prepared by Regional Managers and negotiate the terms and conditions with the vendor. The IT Manager will also need to sign all and any contracts.
- Approved vendors are Best IT Solutions (hardware and system design and development), Integrated Technology (all hardware), and A&K Corporation (the system design and development and IT staff services). Use of these approved vendors should result in reductions in IT costs across all business organizations and, clearly, for individual regions also.
- Regional Managers have authority to purchase individual PCs from any vendor, following the usual purchasing process. (See also 1.3 for approved hardware vendors.)
- Regional Managers requiring networking hardware, software, or design must use Integrated Technology, who are the only approved vendor for these services/equipment. Contact Rose Ther, Customer Services Manager at Integrated Technology. (Contact her for approved designs including Microsoft, National Business Manager at Best IT Solutions; and CAP/PAK Account Manager at A&K Corporation.)
- The main aim of this purchasing policy is the simplification of contractual arrangements for IT services and equipment, which will be affected by the use of approved vendors. Results should also include an improvement to the quality of services provided to users.
- The contract, covering the terms and conditions agreed by the IT Manager and the vendor, is drawn up by the Contracts Manager. Approved vendors must supply the agreed equipment/services once all parties have signed the contract.

### after

**Policy for Purchasing IT Equipment and Services**

**Policy**

It is the organization's policy to purchase IT services and equipment from approved vendors by following a formal purchasing process.

**Exception:** Regional Managers have authority to purchase individual PCs from any vendor, following the standard purchasing process.

**Rationale**

- Purchasing IT services and equipment from approved vendors
  - simplifies contractual arrangements
  - improves the quality of services provided to users, and
  - reduces IT costs for individual regions and across the organization.

The table below lists the approved vendors, the IT equipment and services to the organization, and the name of the company contact.

Vendor	Services/Equipment	Contact name
Best IT Solutions	• all hardware, and • system design and development	rose Ther Customer Services Manager
Integrated Technology	• All hardware, and • networking hardware, software and design	Rose Ther Customer Services Manager
A&K Corporation	• system design and development, and • IT staff services	Cap/PAK Account Manager

The table below describes the process for purchasing IT equipment or services from an approved vendor:

Stage	Who	Objective
1	Regional Manager	Draft Statement of Requirements, identifying the equipment/services required, and preferred vendor from the list of approved vendors.
2	IT Manager	• Finalize the Statement of Requirements and • Negotiate terms and conditions with the vendor.
3	Contracts Manager	Prepare a contract covering the agreed terms and conditions.
4	Regional Manager, IT Manager, and vendors	Sign the contract.
5	The vendor	Supply agreed equipment/services.

## These organizations are already convinced

A partial list: Abbott Laboratories | ADP | Alcatel-Lucent | American Express | Bank of America | Bell Canada | Cisco | Coca-Cola | Danske Bank | Dow | Exxon | Heineken | Infrabel | IRS | Johnson&Johnson | Marathon Oil Corporation | Mazda Motor | Merck | Mitsubishi | Motorola | Nestlé | Pfizer | Schiphol Airport | Shell