



PULLARPRODUCTIONS

results-driven direction

Pullar Productions, Inc., provides project management, instructional design, and courseware development services for technology companies and those applying technology. We work through your business problems applying technology to deliver the results you envision.

Pullar Productions has worked within the computing and communications industry since the early 1990s. The depth of Pullar's team diverse skill set (programming, databases, telecommunications, marketing) and their dedication to quality service have made it possible to exceed the needs of a wide range of clients. Pullar Productions, Inc. routinely helps large and small technology companies identify their business requirements and delivers quality deliverables on time. We adapt to your organization's business style, building trust and rapport.

Project Management Services

Project management services that drive to meet specifications, budgets, and deadlines. This may include managing all aspects of a product's life cycle, from concept through shipping, maintenance and sun setting. Services include:

► **Planning/tracking/change control/version control**

- Integrating and synchronizing project plans; setting up/implementing procedures and systems for managing and tracking changes and change requests; implementing new and working with established version-control standards

► **Scope management**

- Working with the client and project team to develop and document product specifications
- Identifying, defining and breaking down the scope of work; managing project tradeoffs

► **Schedule management**

- Overseeing and maintaining project schedules; generating schedules from team estimates, sequencing tasks, and matching resources to tasks

► **Cost management**

- Preparing cost estimates, generating progress reports, analyzing and reporting cost risk

► **Staff resources leadership**

- Tracking project resources; resource planning, conflict resolution, skills readiness planning
- Acquire staff resources
- Team building through focus, communication, and driving for success.

► **Communication management**

- Working with the client team to develop the project communication plan (team, customer/sponsor, users, stakeholders); reporting project status

► **Risk assessment and management**

- Working with the project team to identify, document and manage risks
- Risk analysis, communication and troubleshooting

► **Quality management**

- Working with client and project teams to develop quality management and test plans



- Determining project standards, quality criteria and measurement processes
- Conducting reviews and implementing a protocol for revisions

Production Management Services

Production management services typically convert existing and new information into a polished, usable, supportable product that enhances end-user performance. Services include:

- ▶ Managing writing and editorial teams while working with other groups to integrate your message and communications
- ▶ Working with Program Management to set the quality standards and expectations for the work
- ▶ Establishing documentation standards
- ▶ Consulting with development teams about processes; managing processes and coordinating release
- ▶ Gatekeeping with Legal; acting as liaison with Product Managers, Program Managers, and content developers
- ▶ Documentation design
- ▶ Definition of terms
- ▶ Documentation creation (working with client teams or the Pullar Productions writing and editing team, and with subject matter experts, as needed)
- ▶ Checking for consistency across all deliverables
- ▶ Packaging the delivery content
- ▶ Providing or arranging corollary services, such as duplicating CD-ROMs or posting developed Web sites on a hosting system
- ▶ Managing access to documents and ensuring version-control of documentation and training components



Instructional Design Services

Instructional Design services provide a systematic process for assessing performance problems or needs and identifying solutions. This may include designing, developing, delivering and measuring instructional objectives. Services include:

- ▶ Conducting a needs assessment to assess the gaps in performance results
- ▶ Assessing learner characteristics to ascertain the intended learner
- ▶ Analyzing work settings to determine the basis for the performance objectives
- ▶ Performing job, task, and content analysis to define the organization's resources, constraints, and culture
- ▶ Writing performance objectives to define how to measure if the learner is meeting objectives
- ▶ Designing performance measurements that ensure what the learners should know, do, or feel upon completion of training
- ▶ Sequencing performance objectives for the order the information and tasks are introduced to the learners
- ▶ Specifying instructional strategies addressing how to achieve the desired results of instruction
- ▶ Designing instructional materials needed for learners to achieve performance objectives
- ▶ Evaluating instruction to ensure that the training meets the performance objectives
- ▶ Reassessing the training needs to ensure that the gaps are addressed

Technical Writing Services

Expert technical writing is key to the development of consistent and useful technical documents. Effective technical writing achieves clarity, consistency, and conciseness. Services include:

▶ Audience analysis and document planning

- Creating the audience profile—analyzing the audience to identify its characteristics, objectives, and needs
- Determining the appropriate delivery medium, such as articles or technical manuals
- Planning a document's objectives and content, collecting the information, organizing the document, and producing an approved outline

▶ Collaborating with subject matter experts to fine-tune document content

▶ Producing documents that are useful to all target audiences

- Using simplified English vocabulary
- Considering ease of translation into other languages
- Using appropriate technical terms, specific to the project

▶ Using illustrations appropriately and as often as possible

▶ Translating data into easily interpreted displays such as tables, charts, and diagrams

▶ Preparing tables of contents, glossaries, and indexes

Content Development Writing Services

Skilled technical writers produce high-quality content by conducting effective discovery, developing a comprehensive, logical and useful document structure, and choosing clear and concise language that translates well to target audiences. Services include:

- ▶ Working closely with subject matter experts to define document objectives, develop content, and integrate it into the document structure.
- ▶ Leveraging existing content: Identifying useful components, building a list of gaps, looking for ways to improve delivery, and filling gaps through research and collaboration with subject matter experts.
- ▶ Streamlining the content-development process.
- ▶ Ongoing improvement of documents: Gathering editorial, review, and customer feedback. Analyzing feedback, making recommendations, and implementing approved changes. Tracking changes and suggestions for implementation in subsequent versions.
- ▶ Transforming technical data into formats that are easy to understand and appropriate for the target audience.
- ▶ Driving the ongoing publishing process for documents. Negotiating issues as necessary.
- ▶ Drafting and gaining acceptance of quality standards for documents. Cooperating with project editors, subject matter experts, and document owners and contributors.

Editing Services

Our editing team works within project constraints to deliver professional documentation that supports your business goals. In addition to applying client standards, our editors follow internal processes and guidelines that streamline document review and revisions. The deep technical experience of our editors is especially valuable when time and budget limit the availability of subject matter experts. Services include:

► Technical editing

- Editing technical documents for content, organization, style, and accuracy
- Revising document content and language to meet the needs of target audiences
- Querying authors or subject matter experts to resolve questions and improve content
- Researching technical information
- Evaluating the presentation of technical data in graphic layouts; inserting tables and figures according to style and template standards
- Applying style guidelines and establishing style sheets as needed
- Coordinating editing schedules and review processes
- Testing software for logic accuracy and usability, reporting bugs to product development

► Copyediting (basic, fundamental editing)

- Correcting spelling and grammar
- Searching and replacing found errors
- Inserting company trademarks
- Verifying links
- Checking for correct application of document standards
- Checking for correct application of styles and formatting