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
INTERNATIONAL TECHNICAL COMMUNICATION QUALIFICATIONS FOUNDATION
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
THE VALUE OF TECHNICAL WRITING FOR AN END USER

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.

FOR MORE TECHCOMM INFO VISIT
ITCQF.ORG
THE VALUE OF TECHNICAL WRITING FOR A MARKETING SPECIALIST

#thevalueoftechwriting

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.

FOR MORE TECHCOMM INFO VISIT ITCQF.ORG
# The value of technical writing for a product owner

## 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.

For more TechComm info visit [ITCQF.Org](http://ITCQF.Org)

#thevalueoftechwriting
# The Value of Technical Writing for a Quality Assurance Engineer

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.

---

For more TechComm info visit [ITCQF.org](http://ITCQF.org)
THE VALUE OF TECHNICAL WRITING FOR A SALES/PRESALES PERSON

#thevalueoftechwriting

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.

FOR MORE TECHCOMM INFO VISIT
ITCQF.ORG
# The Value of Technical Writing for a Software Developer

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.

---

For more TechComm info visit [ITCQF.org](http://ITCQF.org)
THE VALUE OF TECHNICAL WRITING FOR A SYSTEM ADMINISTRATOR

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.

FOR MORE TECHCOMM INFO VISIT ITCQF.ORG
The Value of Technical Writing for a Technical Consultant

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.

For more TECHCOMM info visit ITQCF.org
THE VALUE OF TECHNICAL WRITING FOR A TECHNICAL SUPPORT SPECIALIST

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.

FOR MORE TECHCOMM INFO VISIT

ITCQF.ORG

#thevalueoftechwriting
# The Value of Technical Writing for a Technical Trainer

## 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.

---

For more TechComm info visit [ITCQF.org](http://ITCQF.org)
The Value of Technical Writing for a Technical Translator

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.

For more TechComm info visit ITCQF.org
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.