


# MARCUS GOMEZ & PARTNERS

THE BUSINESS AND TECHNICAL WRITING SPECIALISTS

**Intelligence. Creativity. Solutions.**  
[www.marcusgomez.com](http://www.marcusgomez.com)



**GLOBAL MARKETS.  
INTERNATIONAL STANDARDS.  
LOCAL SOLUTIONS.**

International markets tend to judge all companies – American, European or Asian – by the same international standards. As your business moves into the global marketplace, high-quality business and technical documentation becomes absolutely necessary to impress, win and retain customers.

Marcus Gomez & Partners provides world-class technical and business documentation outsourcing solutions. We are spearheading this region's movement towards world-class documentation standards, and aim to help our customers earn improved sales, market share and enhanced corporate visibility in the world marketplace.

By outsourcing your documentation projects to Marcus Gomez & Partners, your organisation will gain instant access to our expert capabilities and best practices. You will also benefit from our unbiased, outsider perspectives of your product or service, which can lead to significant product improvements that insiders may not think of themselves.

Most importantly, outsourcing documentation allows your team to focus on what it does best: developing products. Putting your documentation tasks in our hands will free up your management effort and project development schedules as well as reduce fixed capital costs on infrastructure and resources. We bring with us new technologies, knowledge and skills that can introduce positive change into your organisation.

If you've got a world-class product, we'll give world-class documentation.

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# BUSINESS DOCUMENTATION

## GOOD COMMUNICATIONS IS GOOD BUSINESS

Different audiences want different information. Customers want to know how your products fulfill their needs. Investors want to know how your management tackles the challenges of globalisation. Authorities want to know your company's position on corporate social responsibility.

How you collate, present and disseminate information about your organisation gives you a priceless advantage over your competition. Marcus Gomez & Partners provides total communications solutions that enable you to provide stakeholders the information they want, when they want it and how they want it — print, multimedia or Web.

BUSINESS WRITING	
PRODUCT DOCUMENTATION	Brochures and pamphlets, product write-ups, product specifications, technical product descriptions.
PRESS PACKETS	Press releases, editorials and research, company background and management profiles.
REPORTS AND STUDIES	Reports and viability studies, staff, consumer and reseller surveys, expert opinion research, white papers.
CORPORATE PROFILES	Company background and organisational history, operating principles, profiles of senior management.
BUSINESS DOCUMENTATION	Annual reports, company roadmaps, marketing and business plans, standard operating procedures

# TECHNICAL DOCUMENTATION

## IT'S ABOUT EXCEPTIONAL USER EXPERIENCES

TECHNICAL DOCUMENTATION	
HELP DOCUMENTATION	Quick-start guides, user manuals, reference guides, technical publishing department set up.
SALES KITS & TRAINING GUIDES	Product training material, organisational guides, employee handbooks, sales kits.
MULTI-FORMAT HELP	Help documentation in WebHelp, Flash and JavaHelp for delivery across multiple channels.
REPORTS & RESEARCH	Technical report writing and editing, market studies, R&D documentation, in-house style guides.
OPERATING GUIDES	Policy documentation, protocols, standard operating procedures, systems documentation.

High-quality user and help documentation is becoming an increasingly indispensable advantage in global competition. Marcus Gomez & Partners gives you this competitive edge by making your technical documentation user-centric instead of product-centric, because that's the bottom line of delivering exceptional user experiences: customers are happiest when they know how to use your product well.

Our expertise extends to quick guides, user manuals and reference guides for hardware and software. We can deliver this documentation in multiple format and over multiple platforms: Web, desktops or mobile devices.

# OTHER SERVICES

## EDITORIAL, MEDIA, RESEARCH AND TRAINING

As an organisation driven by pooled knowledge and expertise, our combined skills enables us to offer other useful content services to our customers. For example: our clients benefit every day, in many different ways, from the years we have spent in journalism and the mass media. And our extensive experience in market research gives us the skills and know-how to conduct cost-effective studies into our clients' markets and their target customers.

We are also experienced presenters and trainers, and offer in-house training programmes where we share our knowledge and skills with your organisation.

OTHER CONTENT SERVICES	
CONSULTANT EDITORSHIP	Acting editorship and publication set up, editorial planning and direction, competitor analysis.
WEBSITE MANAGEMENT	Scheduled updates, proofreading and structure verification, off-site management.
MEDIA PLANNING	Publicity campaigns, media profiling and research, company spokesperson training, project management.
OPINION RESEARCH	Consumer and expert opinion research, marketplace research, reseller commentary and interviews.
TRAINING & SPEAKING	Business writing training, presentation training, media representative training, public speaking assignments.

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