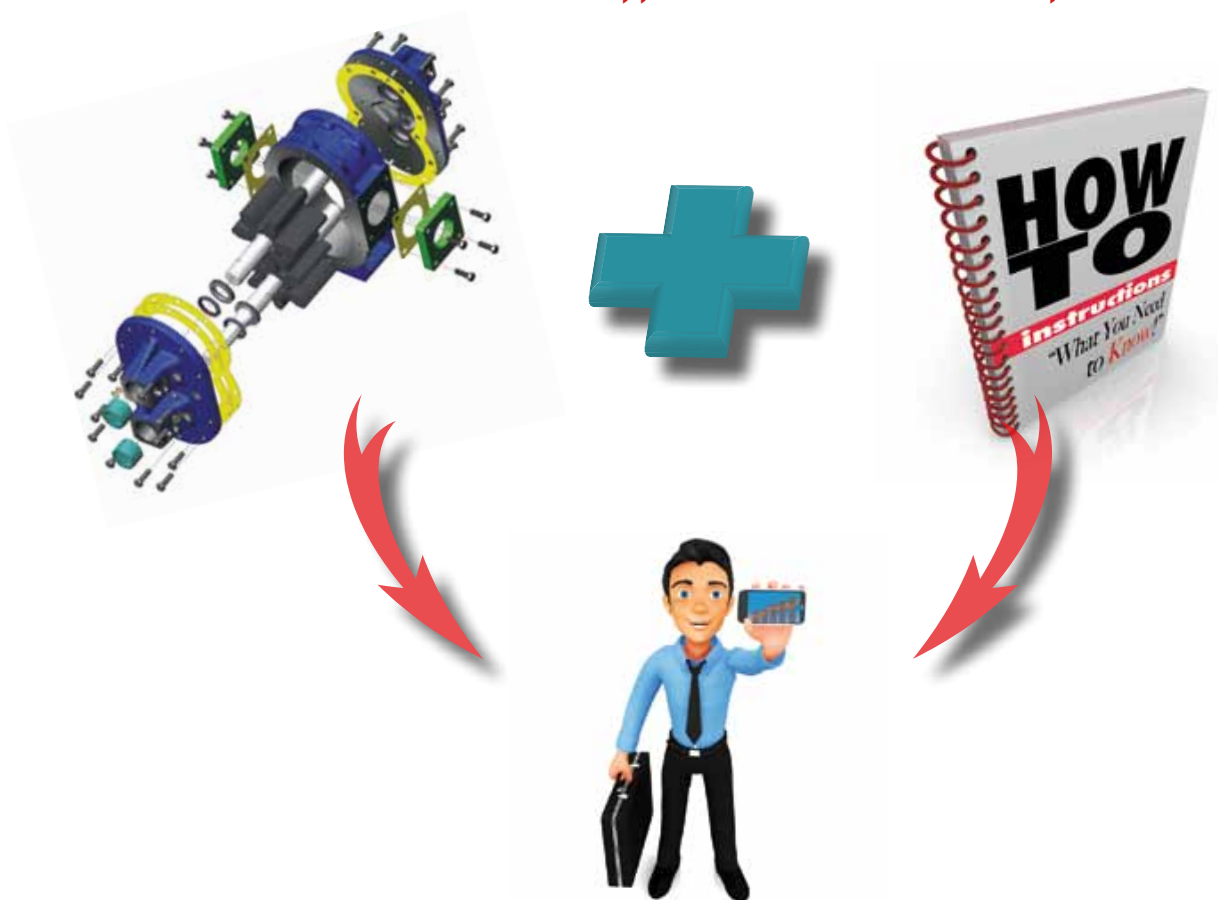




### Technical documentation: an asset for value creation

The technical documents, manuals and instructions coming with the product are often regarded as a necessary task, generating costs, but no value.

**AppTek turns them into a competitive advantage!**



**The product documentation creates value and brings new customers to you!**

#### Your product deserves the best technical documents.

- Your clients demand precise, attractive and concise manuals.
- You reduce your interventions costs by avoiding misuse of the product.
- You wish to differentiate your product communication.

#### **AppTek proposes:**

- *An all-in-one service to realize the manuals which your clients expect;*
- *The design and realization of your brochures, catalogues, customer presentations...*
- *The multi-language writing and layout design according to your graphical chart.*



# The benefit of a documentation consistent with the product

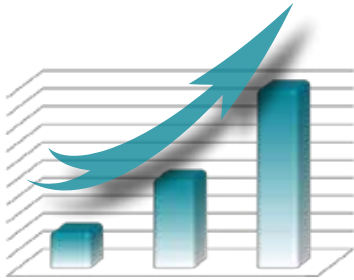
## Your product documentation in questions:

- Are the manuals as good as the product?
- What is the marketing / sales role: to prepare brochures and manuals, or analyze markets and visit customers?
- Is the technical department able to walk in the user's shoes? Does it make instructions that answer the customers' questions?
- Are the manuals consistent with the drawings and the commercial catalogues?
- How many clients are calling to get explanations that installation or maintenance manuals should bring?
- How many assistance and guarantee costs, never invoiced to the client, that appropriate documents can reduce?

Each of these traps threatens profit



Each of these actions increases profit



## How to convert a constraint into a competitive advantage?

- A well-designed documentary package, shown before sale, helps to get the contract.
- Good quality manuals do impact the product perception: it appears also more complete, more professional, and is sold at a higher price.
- More explicit documents lower guarantee costs.
- Manuals are part of the contractual relationship: accurate instructions avoid sometimes huge legal fees.

AppTek intervenes to optimize your technical communication and differentiate you from your competitors.



Product documentation

De-materialized



Traditional



- We provide an external view, the marketing eye, and the engineer culture.
- To write instructions that are really read and used, we proceed:
  - with product functional study;
  - with practical field usage analysis.
- According to your customers, we select the right medium: printed, video, web, smartphone apps, e-learning...
- We gather or realize illustrations (diagrams, pictures, tables...);
- We write, in the language of your choice, the instructions, installation or maintenance manuals.
- We harmonize, and bring consistence to the contents, the graphical chart for the whole documents package: brochures, manuals, customer drawings...