



Homeland Security

Making Critical Information Work

Partial Client List

Department of Homeland Security
Bureau of Citizenship & Immigration Services
 Center for Medicare Services
Defense Intelligence Agency
 Defense Logistics Agency
 Environmental Protection Agency
 Federal Aviation Administration
Federal Emergency Management Agency
 Federal Reserve Systems
 Freddie Mac
 General Services Administration
 Internal Revenue Service
 Los Alamos National Laboratories
National Aeronautics & Space Administration
National Ground Intelligence Center
 National Institute of Health
National Security Agency
 Sallie Mae
 Sandia National Laboratories
Transportation Security Agency
 U.S. Air Force
 U.S. Army
U.S. Coast Guard
 U.S. Department of Agriculture
U.S. Department of Defense
 U.S. Department of Energy
 U.S. Department of Health & Human Services
 U.S. Department of Justice
 U.S. Department of State
 U.S. Department of the Treasury
 U.S. Department of Transportation
 U.S. Department of Veterans Affairs
 U.S. Marine Corps
 U.S. Navy
 U.S. Office of Personnel Management
 U.S. Postal Service
 U.S. Social Security Administration

With the creation of the Department of Homeland Security (DHS), the Federal Government is undergoing its most ambitious organizational restructuring in recent history. At the same time, it must accomplish its critical mission of protecting the United States from attacks. To accomplish these goals, DHS must overcome many unprecedented communication challenges including

- sharing systems and practices
- merging and integrating processes, systems, and functions
- rapidly educating employees and the public on prevention and preparedness of threats and disasters
- implementing and improving practices and procedures to protect borders, transportation systems, ports, and infrastructure, and
- standardizing, streamlining, and strengthening information and intelligence across departments to get mission-critical information to the right people when they need it to take effective action.

Traditional methods of developing and communicating information fall short of the mark when faced with such urgent needs.

Solution

DHS and its agencies need to take a revolutionary approach to how they think about, develop, share, and manage information. In order to maximize effectiveness and efficiency and achieve its goals, DHS needs to develop a proactive information strategy that addresses

- how information flows through the organization
- who develops, approves, and maintains it
- how it is structured, organized, and stored, and
- how it is communicated, shared, and accessed.

DHS needs to establish standards and practices for developing high-quality, structured content that is easy to access, use, reuse, and maintain.

GSA Contract

Information Mapping offers a comprehensive GSA Contract for all of our products and services.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • China • Denmark • Dutch Antilles • Finland • France • Germany
 Hong Kong • Indonesia • Ireland • Italy • Japan • Latin America • Luxembourg • Malaysia • Mexico
 The Netherlands • New Zealand • Norway • Philippines • Portugal • Puerto Rico • Singapore
 South Africa • Spain • Sweden • Switzerland • Taiwan • Thailand • United Kingdom • United States

Services

Information Mapping offers the following services to address DHS' challenges:

Information Strategy Consulting

We help establish information goals and priorities, evaluate the effectiveness of information practices, and develop practical strategies and implementation plans to improve information access, usability, and efficiency.

Knowledge Management and Content Management

We help assess current knowledge and content management processes and practices and develop strategies to capture employee knowledge and best practices, eliminate information redundancies, and make content easier to develop, access, and maintain.

Documentation and Training Development

Our experienced instructional designers, information designers, and content developers can rapidly develop clear, effective policies, procedures, process and system documentation, and training programs to support mergers and reorganizations and help workers understand new roles and responsibilities.

Web Site Design and Development

Our team of Web usability experts can help design effective Web site navigation and content to support e-Gov initiatives and make Web content easy to access, understand, and use.

Information Architecture and Design

We design information architectures, prototypes, standards, templates, and metatagging schema to support internal writers and communicators and support Content Management projects.

Learning Programs

We teach writers, communicators, and content developers how to use proven standards and techniques to create high-quality, structured content and communications that are easy to develop, access, understand, use, and maintain.

Results

By implementing an effective Information strategy and proven communication standards and practices, DHS can expect to

- help employees understand their new roles and responsibilities, how to use new systems, and what they must do to ensure our nation's security
- make critical information more accessible and usable for employees, outside agencies, and the public
- capture and retain employee knowledge and best practices
- achieve significant efficiencies and cost savings in how it develops, distributes, and maintains information
- decrease training and ramp-up time, and
- improve employee effectiveness and morale.

Information Mapping, Inc.

Information Mapping, Inc. is a professional services firm with over 35 years experience helping leading organizations worldwide leverage knowledge and communications to improve performance. We assist in effectively identifying, capturing, managing, and sharing critical content and best practices. Our headquarters are in Massachusetts with branch offices across the United States. We are represented in 31 countries worldwide, and offer our solutions in many languages.

Our Unique Approach

Information Mapping's products and services are rooted in the Information Mapping® method, a scientific way to analyze, organize, and present electronic and printed information based on modern principles of Knowledge Management. We apply the principles and guidelines of the method to create reader-based, performance-oriented solutions to our clients' communication challenges. Our unique approach improves information usability and optimizes comprehension and performance.



Improving Web Usability

A large federal government health research agency received close to half a million hits per month on their Web site. Often, critical information was too difficult for users to find, primarily because of inconsistencies in how the information was developed and displayed. They needed a standard approach to creating content and a review of their Web content and site navigation.

The agency employed Information Mapping's Consulting and Development services to re-design the site navigation and re-develop their Web content. The approach allowed writers to focus on communicating key information, and helped to create audience-focused content and navigation.

By using our structured writing to create a user-friendly Web site, our client was able to significantly reduce the number of frustrated users and achieved their goal of effective information sharing. Post-project internal usability tests showed the following results:

- average time to access specific information was reduced by at least 41%, and
- average usability improved by 71%.