

Government

Making Government Content Work



Clients

*Defense Intelligence Agency
Defense Logistics Agency
Environmental Protection Agency
Federal Aviation Administration
Federal Emergency Management Agency
Federal Reserve Systems
Freddie Mac
General Services Administration
Health Care Finance Administration
Immigration & Naturalization
Internal Revenue Service
Los Alamos National Laboratories
NASA
National Security Agency
Sallie Mae
Sandia National Laboratories
State of California
State of Massachusetts
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 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*

Challenges

One of the Government's primary functions is to gather, compile, and communicate information to the public that is easy to understand and access.

Cutbacks in funding, downsizing and process reengineering, and moves to reduce and simplify documentation, paperwork, and regulations have intensified the Government's need for new, more efficient ways to communicate large volumes of information.

Solutions

Information Mapping's solutions improve organizational performance through clear and effective content.

Information Mapping has helped many federal, state, and local government agencies to

- capture best practices
- comply with government initiatives, such as plain language, reengineering, and regulatory reduction
- help agencies become more customer focused
- communicate complex information simply
- improve document and training effectiveness
- standardize how content is developed and communicated
- improve internal rules and regulations by making policy and procedure documents easy to read and use, and
- migrate print content to an online medium.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • Denmark • Dutch Antilles • Finland • France • Germany • Hong Kong
Indonesia • Ireland • Japan • Latin America • Luxemburg, 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 provides a full range of solutions targeted to meet your needs.

Our mission is to help you improve individual and organizational performance by managing the way people, information, and technology work together.

Consulting and Development

Our consultants can provide the following services:

- Knowledge Strategy Consulting
- Content and Architecture Development
- Expert Web and Intranet Content Review
- Web site Navigation and Prototype Development, and
- Training Design and Development.

Learning Programs

Our seminars and e-learning programs specialize in

- procedures and documentation
- quality and system and training documentation
- Web content and navigation design, and
- business communications.

Our onsite seminars, available at your location at your convenience, can be customized to meet your specific goals and objectives. Onsite seminars are the most cost-effective method for training a number of employees.

Organizations planning to train 100 or more can enroll their instructors in our Instructor Certification Program. Certified instructors, using licensed seminar materials, offer the most cost-effective and convenient training option available.

Public seminars and licensing are also available nationwide.

Results

After using the Information Mapping® method, our clients have realized the following results:

- 85% decrease in reading time
- 96% increase in ease of navigation through information
- 70% decrease in questions to supervisors
- 64% decrease in error rates
- 10-50% decrease in training time, and
- 75% decrease in document revision time.

About Us

Information Mapping, Inc. is a professional services firm with over 30 years experience helping the world's leading organizations leverage knowledge to improve performance. We help organizations develop effective Web content, custom training and performance support solutions, procedures and documentation, and business communications. Our headquarters are in Waltham, Massachusetts with regional offices across the United States. We are represented in over 30 countries worldwide and offer our solutions in many languages.

Our Unique Content Method

Information Mapping's solutions are rooted in the Information Mapping® method, which is a scientific way to analyze, organize, and present electronic and printed content based on modern principles of knowledge and knowledge management. Our first client, the Department of Defense, used our unique method to reduce training time and errors, and increased over-all comprehension. We continue to apply the principles of the method and have helped many clients create standardized, high-quality, and structured content to meet their performance challenges.



Reducing Government Costs

Standardized documentation reduces development costs by 80%

A major government agency was struggling with information overload: rates of communication were increasing, and critical information was often being overlooked in the flood of paper and online communication.

To maximize the effectiveness of this communication, they needed a way to get everyone "speaking the same language." Their first step was to partner with Information Mapping. By training hundreds of essential communicators in the Information Mapping® method, they were able to create a uniform information architecture across the organization.

These newly trained "mappers" redesigned over 60,000 pages of text and data. An internal government report boasted that this effort took 80% less time to complete than it would have previously, with a total cost savings of over \$17 million.