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## CASE STUDY – Technical Editing Program

**PROJECT OVERVIEW** In 2010, a large software company sought packaged editorial services to edit and publish marketing, legal, and technical documents on short, regular deadlines with detailed progress reporting. To achieve this goal and ensure project success, Ombrella employed its business process improvement, project management, and editorial resources to implement an editing and publishing factory that would serve the client's needs.

- CLIENT GOALS**
- **Quality** documents delivered to internal and external customers on time and on budget
  - **Program enhancements** to improve efficiency and effectiveness
  - **Timely publication** of more than 100 documents regularly
  - **Communication improvements**
  - **Process improvements**

- HOW WE HELPED**
- Ombrella assembled a dedicated, scalable editorial team managed by a program manager and a lead editor to ensure overall product quality and reliable product delivery and publication. Our team delivered the following services and improvements:
- **Improved quality** was achieved by defining and refining editorial standards, feedback methods, and issue logs.
  - **Scheduled editing** of technical, marketing, and legal documents was provided to support the regular, ongoing needs of the program.
  - **On-demand editing** was provided to support late, out-of-cycle, or unexpected projects requiring review due to last minute legal requirements, special events, or management requests.
  - **Education and training** was created and provided by Ombrella for new editors and continuing education was provided for current editing team.
  - **Process and organization** was improved with status reporting, better tracking mechanisms, and a more effective document management process.
  - **Lessons learned** were captured by the Ombrella editing team and improvement recommendations were shared with the client. Agreed-upon changes were implemented into future cycles.

- RETURN ON INVESTMENT**
- Over ten months, Ombrella delivered 12 releases—seven scheduled and five special-request releases—a total of nearly 12,000 pages in Microsoft Excel, PowerPoint, Project, Visio, and Word, on time and on budget. The implemented program improvements helped to make the client's editing program more reliable, efficient, and effective. Key accomplishments and benefits included:
- **Consistency and reliability:** Ombrella provided routine delivery, clear objectives, accuracy, quality, and honesty.
  - **Continued business process improvements:** Ombrella listened to feedback, accurately capturing and introducing change management through communications, training, and project management.
  - **Flexibility:** Ombrella provided on-demand editing to support quality and productivity in unexpected circumstances, allowing the client to publish and support its team and customers as needed.
  - **Increased efficiency:** Ombrella's process improvements required less maintenance but still supported the program's goals and products.