

TWB Launches India's 1st COE in Technical Communication™

Date: 09-01-2010 03:16 PM CET

Category: [IT, New Media & Software](#)

Press release from: [The Writers Block \(TWB\)](#)

Bangalore 26 August 2010: The Writers Block (TWB) has launched India's 1st Centre of Excellence (COE) in Technical Communication™. The TWB Centre of Excellence in Technical Communication™ (TWB COE) is a lab like set up managed by a team of country's most diverse and accomplished Technical Communicators and is equipped to demonstrate and apply technical communication tools, technologies, knowledge and trends to live business environments.

The TWB Centre of Excellence in Technical Communication™ (TWB COE) will allow enterprise customers to experience and evaluate – for the first time in India – competing and complementing information management architectures, content management systems, technologies related to developing and disseminating content and different software tools. Also for the first time ever, enterprise customers can see how could they measure and manage 'quality of content' and implementation. TWB Consulting and research teams have proved managing quality of content and automation of information flow can save enterprises up to 80 percent cost.

At the TWB Centre of Excellence in Technical Communication™ (TWB COE) enterprise customers can experience:

- o How to run a more efficient enterprise by having information available where required, when required, without duplication of effort
- o How could they help make their organization and customers make more efficient business decisions
- o Information and content management architectures melding disparate technologies & tools; management quality of information flow and content.
- o How could they save up to 80 percent across the enterprise in automating information flow and creating and maintaining content.

Housed in the TWB Complex in Bangalore, the COE powers indigenous innovation and practical implementation of technical communication solutions for large and diverse organizations, especially organizational decision making process is multi-layered. At the TWB Centre of Excellence in Technical Communication™ (TWB COE) enterprise customers can run simulations and pilots on:

- o Best / most suitable/competing architecture(s) of implementing information management & content reuse throughout the enterprise
- o Approaches on quantifying and measuring information and information quality
- o Various documentation and information management software solutions such as:
- o Microsoft®, Author-it®, Madcap®, Adobe® suites, multiple CMS' and LMS'
- o XML/DITA implementations
- o Pilots on how each of these can be adapted to various enterprise requirements

According to Gartner, due to lack of information, processes, and tools, through 2012, more than 35 percent of the top 5,000 global companies will regularly fail to make insightful decisions about significant changes in their business and markets. An Aberdeen Group research says that reuse has helped to reduce review times by subject matter experts by 40 percent, freeing these resources to focus on new product development, rather than supporting the documentation process.

About TWB

The Writers Block (TWB) is Asia's leading technical communication and publishing services provider and caters to the needs of technology and process driven industries. TWB provides world-class technical communication outsourcing, training and publishing services to companies globally. TWB's expertise spans industries that include IT, technology Products & Outsourcing, ITES, Financial, Aerospace, Defense, Ship Building, Manufacturing and Discrete & Process Industries. TWB offers a complete suite of services that allows its customers to effectively publish the technical knowledge and caters to over 60 large clients globally. TWB offers training under the TWB Technical Writing Certification Programs and has a portfolio of over two dozen certifications available as training offerings. Over 200 companies including SAP Labs, Lucent Technologies, IBM, Wipro, TCS, Sun Microsystems hire TWB certified professionals. TWB's expertise can be leveraged across functions which include Engineering, Software Development & Support knowledge through user manuals, quick reference guides and

instruction guides, product overviews, Illustration/3D drawings; Marketing & Sales knowledge through whitepapers, case studies, newsletters, flyers, brochures, websites, blogs & forums and web based flash demos; Training, Implementation and Support knowledge through e-learning, demos, troubleshooting guides, course materials, installation guides, IETM generated documents and Process Documentation knowledge through ISO & CMMi documentation, policy manuals, process work flow documents. More information on TWB is available on www.twb.in.

The Writers Block

The TWB Building No: 4062

19th Main Road, HAL 2nd Stage

Bangalore – 560008 India.

Landmark: Behind Carlton Towers.

[You can find this press release here](#)