

# Company Profile



Author Services Technical

[www.astauthors.co.uk](http://www.astauthors.co.uk)

01462 481144



# Overview

- Author Services Technical Limited, (AST), are producers of documentation and literature for use in most fields of industrial activity
- Since its formation in 1966, the company has maintained a reliable service on many diverse projects, enabling client management to overcome short or long term work overloads without having to resort to increased in-house resources
- AST offers a variety of service solutions for all Technical Publications and support activities from one off manuals to partnership arrangements whereby AST acts as the Technical Publications department on your behalf.



# Expertise

AST's expertise lies in :

- Identifying the end user's experience and knowledge of the product/system
- Scoping of work prior to commencement to ensure that you are provided with the most applicable service solution
- Combining all the Technical Publications skills to produce professional Technical Publications
- Managing fixed price and on-site contracts to ensure timescales and quality expectations are met and that you are regularly updated on the progress of contracts
- Providing added value to projects to ensure repeat business
- Increasing the usability of documentation through good communication practises, and Intranet delivery.



# Experience

AST have extensive experience of working in the following industries:



Software

Finance

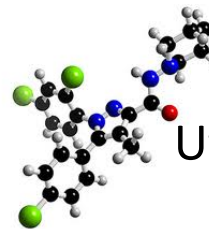


Electronics, Mechanical,  
Electro-Mechanical

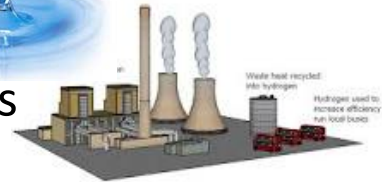


Defence

Avionics



Utilities

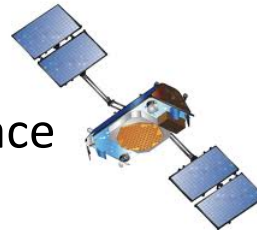


Communications

Government



Space



Transport

Buildings (Construction, Design and Management)

Training

# Clients

AST have undertaken major projects for the following:

- 3-Com
- 3Q Technology
- ABB Instrument
- Abbey National Treasury Services
- ACT
- Aerotech World Trade Limited
- AIM Aviation
- Airscrew Howden
- Airsys ATM
- BAESYSTEMS
- Bank of England Printing Works
- Beta Laser Mike
- Britax Rumbold
- British Airways
- BT Conferencing
- Cubic Transportation Systems
- DigiMedia Vision
- Domino UK
- Electa Oncology
- Fernau Avionics
- Filtrona
- Fone-Alarm Installations Limited
- Foreign and Commonwealth Office
- Fourway Communications
- FujiFilm
- GE Capital
- GEC Marconi Avionics
- GEC Marconi Electro-Optics
- GEC Marconi Simulation and Training
- Goss Graphic Systems
- GPT
- Group One Software
- Hewlett Packard
- ICL CHOTS
- ICL TRAX (UK & Hungary)
- Installation Project Services Limited
- Irvin Aerospace
- Kelvin Hughes
- Kier Build Group
- Kvaerner Metals
- London Underground Limited
- Mannesmann Demag
- Marconi Communications
- Marlborough Communications
- Marshalls Aerospace
- News Digital Systems
- Otis Limited LRT Division
- PerkinElmer
- Pilkington Optronics
- PressTech Controls Limited

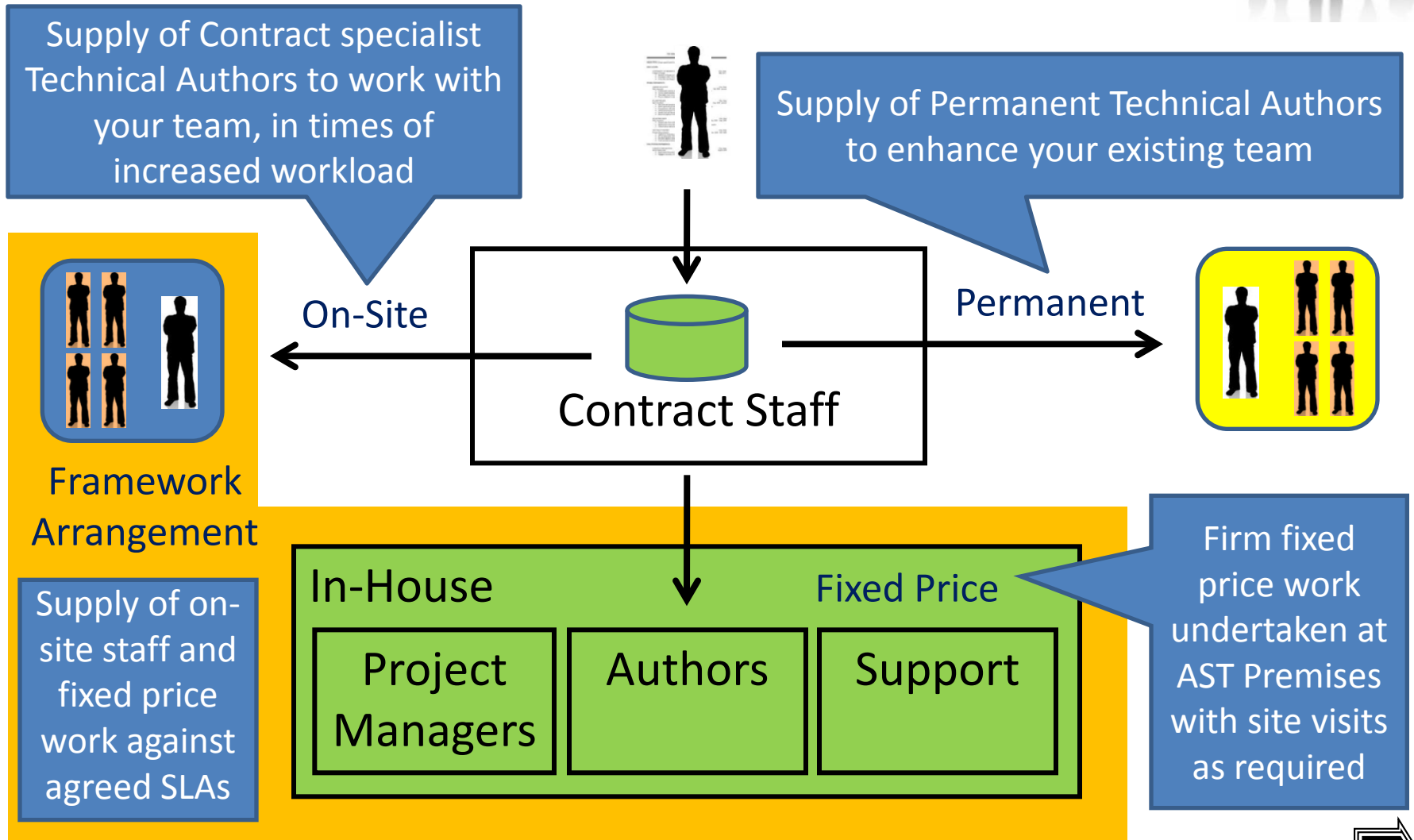
# Clients

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- QinetiQ
- Quotient Communications
- Raytheon Systems
- Rockell Automation
- Rolls Royce & Associates
- Roserace
- Ross Systems
- Santa Cruz Operation
- Schlumberger
- Siemens Plessey
- Smart Technologies
- Sony Broadcast
- STS 2000
- Syntegra (formerly BT(CBP) Ltd)
- Telescope Technologies Limited
- Thomson Marconi Simulation & Training
- iThoss & Partners (Germany)
- VAI Industries
- Wavetek

# Service Solutions

Examples of solutions provided by AST include:



# In-House Services

The AST authoring and support teams produce all kinds of technical documentation including:

- User Guides
- Maintenance Manuals
- Training Manuals
- Operating Procedures
- Training Material
- Health & Safety files
- On-line Help files
- Technical Catalogues
- Graphics and Illustrations.



All documentation is produced using the software that best suits your requirements.

The finished work can be provided in any output format; be it paper or an interactive on-line document for distribution on CD-ROM or over the Internet.



# In-House Staff

AST team includes:

## Project Managers

## Technical Authors

Help System  
Developers

Editors

On-line  
Document  
Designers

Translation



DTP

Printing

Illustrators

Graphic  
Design

CAD draughtsman  
and designers

# Project Managers

AST Project Managers:

- Are experts in the field of Technical Publications
- Provide consultancy services
- Can demonstrate professionalism and proficiency in managing publications to tight quality constraints and timescales
- Are highly customer-focused
- Manage Fixed Price Projects and On-Site contract staff.



# Technical Authors

AST Technical Authors are:

- Fully trained and experienced with expert knowledge of the Technical Publications industry
- Multi-skilled in various related disciplines
- Can demonstrate professionalism and proficiency in producing publications to tight quality constraints and timescales.



# Support Services

AST can provide a whole host of support services to cover all your Technical Authoring requirements:

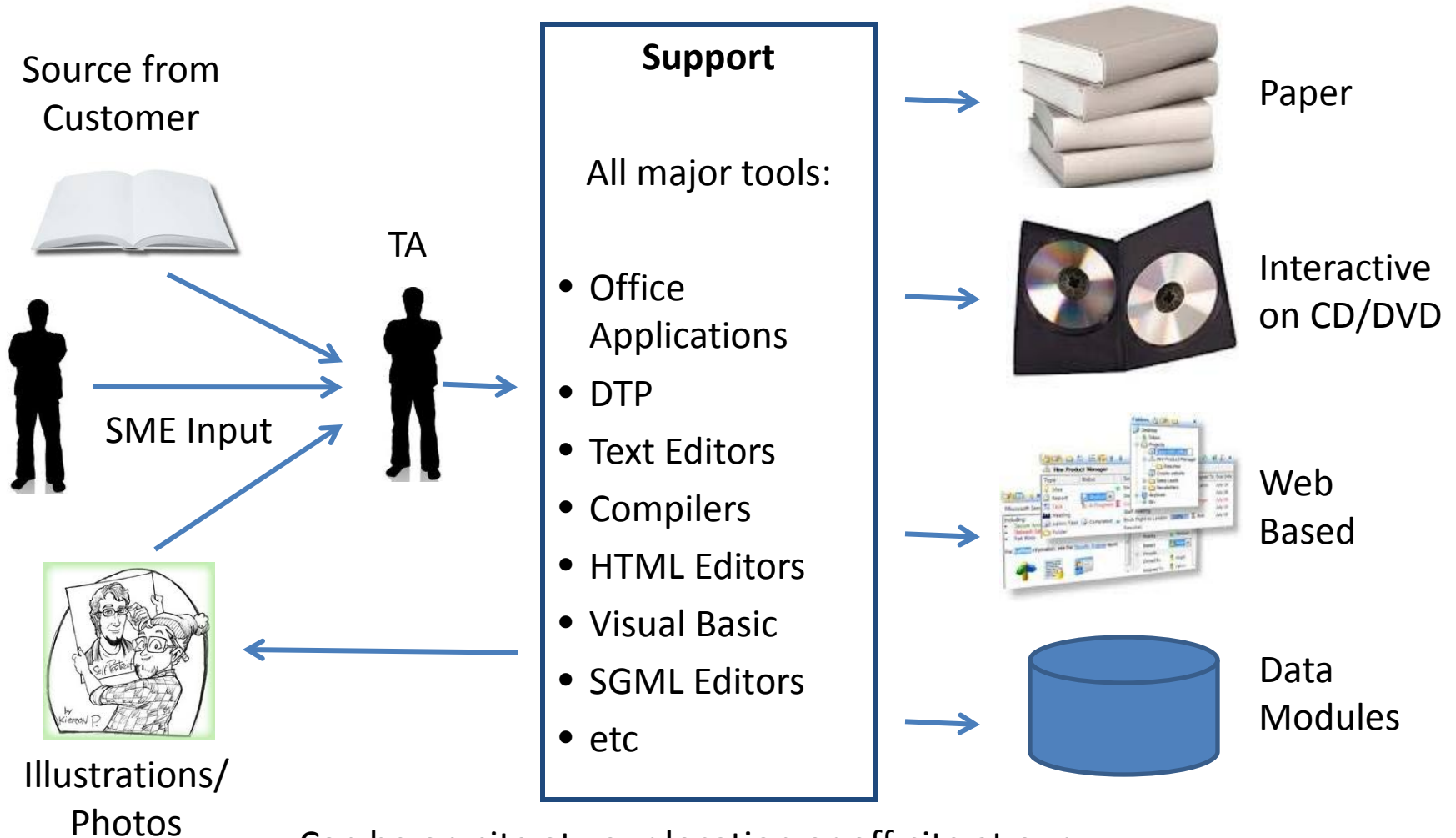
- Conversion of Legacy Data
- Data Cleansing and Analysis
- Desk Top Publishing
- Finishing and Printing
- Illustration
- Online help files
- Intranet/Extranet Content
- Web Pages
- Interactive Electronic Technical Publications (IETP)
- Creating or re-purposing search data.

A broad range of support  
services for technical  
businesses



# Support Tools

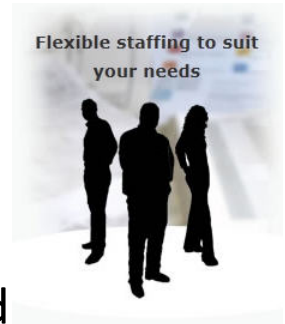
AST use the tools that are compatible with your own in-house tools.



Can be on-site at your location or off-site at our offices, or indeed, a combination of both.

# Contract Staff

AST supplies a broad range of Contract and Permanent Personnel :



The Contract Staff Office retains a database of Technical Authors and Miscellaneous personnel in readiness for a requirement.

Each candidate is reviewed prior to entry in to the database.

Regular contact is made with candidates to ensure we retain up to date details.

- Technical Authors
- Project Managers
- Technical Editors
- Desk Top Publishers
- Illustrators
- Specification Writers
- Draughtspersons
- QA Consultants
- Design Draughtspersons
- Copywriters
- Software Analysts
- Translators
- Librarians
- Technicians
- Trainers
- Engineers

# Contract & Permanent requirements

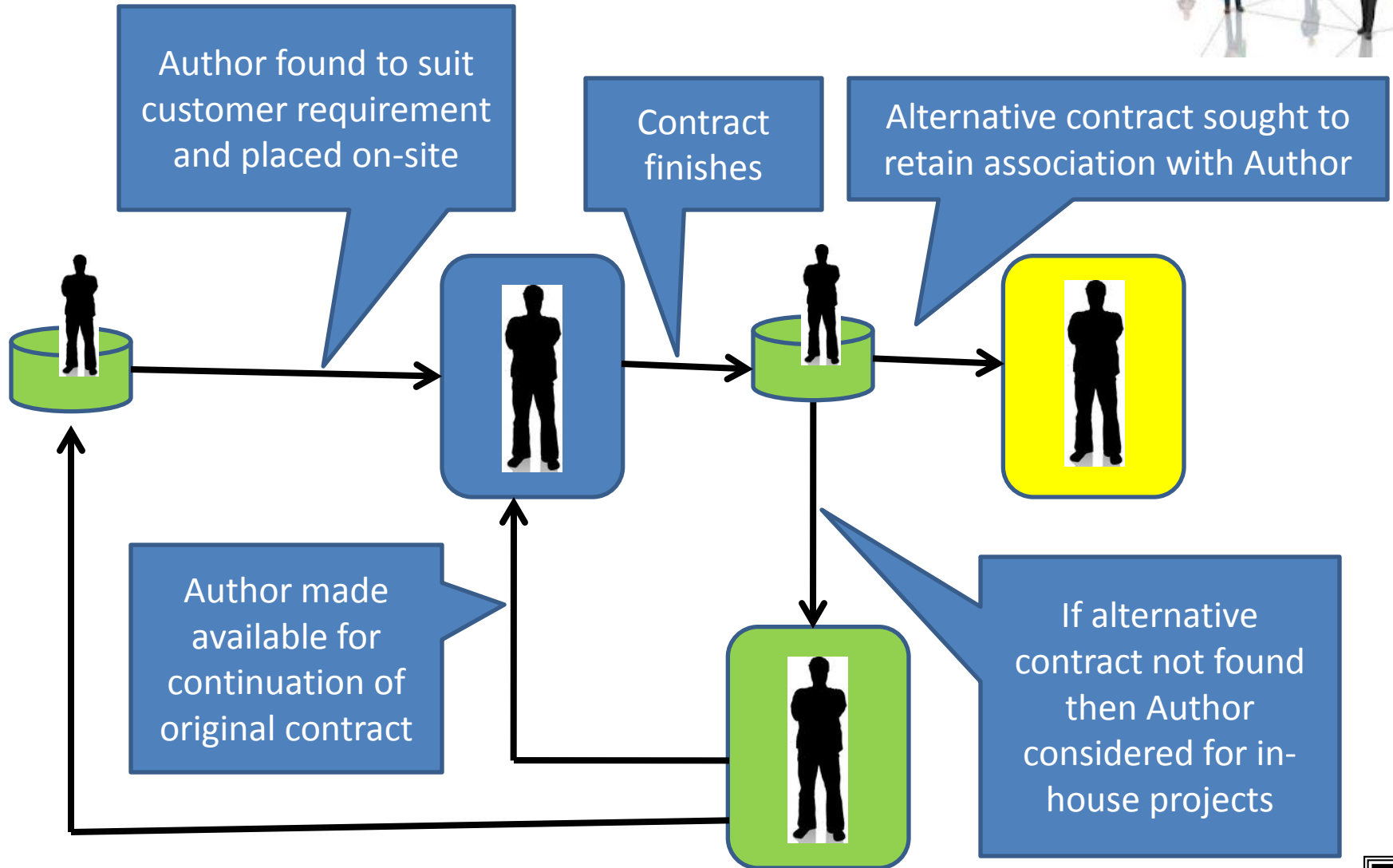
Our thorough interviewing and vetting procedures, combined with the management skills within the company ensure that:

- your requirement is fully understood
- you receive only suitable candidates
- CVs are submitted promptly
- strict Quality Control constraints are met by defining working practices specific to individual contracts
- all options are viewed, such as outsourcing vs facilities staffing, to find the ideal solution to your problems
- you receive a value for money service.

Before candidates are submitted or used on contracts they are thoroughly vetted, covering:

- Interview for judging character, aptitude and presentation
- Qualifications check
- References check
- Contract specific qualifications and skills check.

# Skill Retention

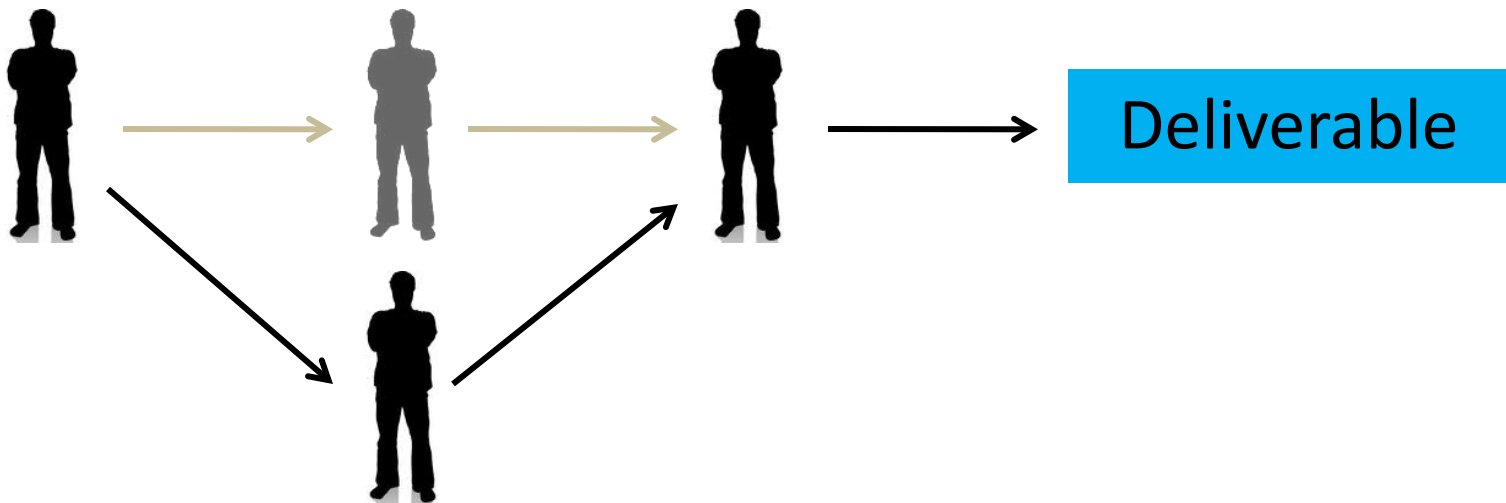




# Business Continuity



- Multi-Functional Authors
- Authors can step in as Project Managers
- Pool of Authors for emergency cover
  - Cover for MD in absence

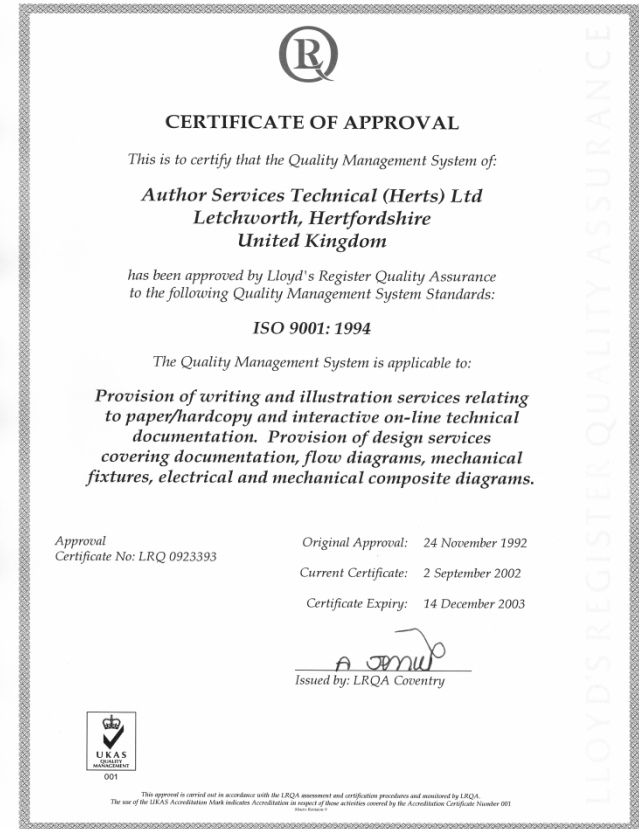


# Quality

- AST has been approved by LRQA to BS EN ISO 9001: 1994 for the:

**Provision of design services covering documentation, flow diagrams, mechanical fixtures, electrical and mechanical composite diagrams, provision of writing and illustration services relating to technical documentation**

- Thus we can favourably offer our services as a sub-contractor to companies who require strict QA constraints
- We believe that our expertise and equipment enable us to confidently undertake work from your company, to enable you to manage work overloads with complete confidence.



# ISTC



- The ISTC aims to establish and maintain professional codes of practice within all branches of scientific and technical communication and embraces a wide range of specialist knowledge of the principles and practices of effective modern communication. It also aims to perform all the functions that are expected of a professional body. Through its publications and meetings, the Institute disseminates this experience to a growing profession and to those who need the service of its members.
- AST endorses the activities of the Institute and strongly encourages its staff to become members, or at least, follow the ethics of operation laid down by the Institute.
- Having such close links with the Institute enables AST to liaise with INTECOM (The International Council for Technical Communicators) to keep abreast of the latest European and world legislation affecting product support publications.

# Testimonials

AST offer the following extracts from unsolicited testimonials from satisfied customers.

"I would, therefore, on behalf of TMSL, like to take this opportunity of thanking you and all your staff who have been involved in the various work packages for their considerable efforts in bringing the overall project to a successful conclusion.

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"Further to this afternoon's delivery of the above, I can confirm that the final draft/sample is APPROVED. The final article is both very comprehensive and professional and I'm sure it will be well received by the station staff."

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"I am writing to thank you and your staff for all the good work on the VAIONEER manuals. As you know, we have recently received the hardware manual which has been generally well received by my colleagues."



# Testimonials (Continued)

AST offer the following extracts from unsolicited testimonials from satisfied customers.

"I have been managing a group of Technical Authors within Nortel since April 1994. During this time Author Services Technical have supplied us with contract Technical Authors and have assisted us when recruiting permanent staff.

I have always found their approach to be professional and have had a good working relationship with those people who I have had contact with.

They have always had a good selection of people for both the contract and permanent positions. Most important, however, is that the applicants have been appropriate for the vacancies. I believe this is due to the efforts they make on the initial and subsequent contact to ascertain our requirements.

In short, they do not waste my time and, therefore, provide an excellent service."



# Summary

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**Flexible staffing to suit  
your needs**



**A broad range of support  
services for technical  
businesses**



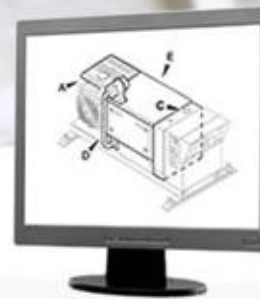
**Providing the right  
Author skills for your  
project**



**Enabling you to deliver  
strong technical e-  
Content and Technical  
Support online**



**High quality illustrations  
using the latest  
technology for  
professional results**



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**Fixed Price work**  
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**Contract Staff**  
[contracts@astauthors.co.uk](mailto:contracts@astauthors.co.uk)



# Outsourcing your Technical Publications

1. Are your engineers writing and preparing the Technical Publications themselves?  
AST uses engineers specifically trained in the specialties of Technical Publications
2. Are Technical Publications activities considered as overhead costs?  
AST is able to work to small overhead costs which provide you with highly competitive costs
3. Do you feel you are not fully in control of your Technical Publications?  
AST provides regular updates for you to monitor timescales, standards and deliverables
4. Are Technical Publications a non-core element of your business?  
AST allows you to put your resources to work on core company activities
5. Is your IT equipment and software available for Technical Publications in need of upgrade?  
AST continually upgrades equipment and software to keep pace with industry trends
6. Would you need to know how much you would be charged in advance?  
AST provides fixed price costs or fixed hourly rates for Technical Authors working on-site
7. Do you find it difficult to keep pace with the modern delivery methods and with developments in the Technical Publications Industry?  
AST keeps pace with all new developments in the industry and the technological marketplace to give you the best advise and service available

