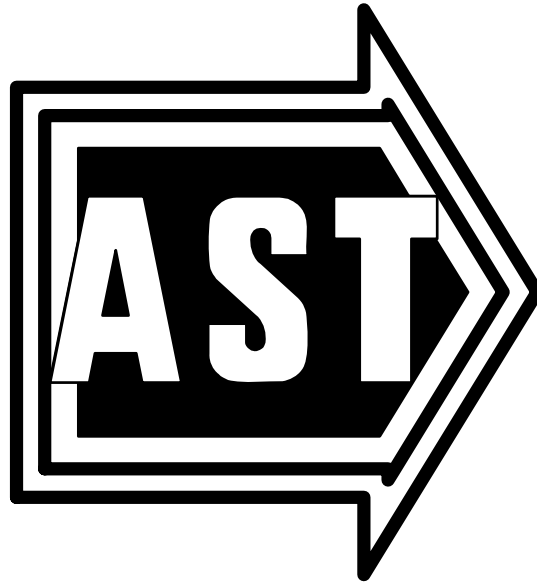


COMPANY PROFILE



AUTHOR SERVICES TECHNICAL

Telephone: **01462 481144**

Website: **www.astauthors.co.uk** Email: **ast@astauthors.co.uk**

Technical Authors ! Technical Editors ! Publications Managers ! Support Staff
Fixed price publications ! Illustrating ! CAD Design ! Printing ! On-line documentation



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Overview

Author Services Technical Limited, (AST), provide 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 single source solution for all Technical Communications and support activities, from one off documents to partnership arrangements where AST acts as the Technical Communications department on behalf of clients

Expertise

ASTs expertise lies in:

- Identifying the end user's experience and knowledge of the product/system
- Scoping of work prior to commencement to ensure that the customer is provided with the best solution to the requirement, be it fixed price, contract Technical Author on-site or a combination of both
- Combining all the Technical Publications and Delivery skills to produce professional Technical Communications
- Managing fixed price and on-site contracts to ensure timescales and quality expectations are met and that the customer is regularly updated on the progress of contracts
- Providing added value to contracts to ensure repeat business.

Experience

AST has worked extensively in the following industries:

Chemical
Quality Assurance
Government
Construction
Finance

Defence
Avionics
Utilities
Telecommunications
Transport

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AST Clients

AST have provided Contract/Permanent Staff and/or undertaken Fixed Price work for the following companies:

3-Com	Kier Build Group
Abbey National Treasury Services	Kvaerner Metals
ABB Instruments	Linx Printing Technologies
ACT Financial Services	Loesche Energy Systems
ADT Rail	London Underground (TFL)
Aeroflex International	Lucas Aerospace
AIM Aviation	Mannesmann Demag
Airscrew Howden	Marlborough Communications
Airsys ATM	Marshalls Aerospace
Alstom Power	Metronet Rail
Atkins Rail	MoD
Aveva Solutions	Mouchel
BAE Systems	Murex Biotech
Balfour Beatty/Kilpatrick	News Digital Systems
Bank of England	Otis Metro Division
Britax Aircraft Interiors	Ondeo Degremont
British Airways	Oxford Instruments
BT Group	Perkin Elmer
Cubic Transportation Systems	QinetiQ
DigiMedia Vision	Raytheon Systems
Domino UK	Redwood Technologies
EADS Astrium	Rockwell Automation
EDS	Rolls Royce & Associates
Electa Oncology	Rolls Royce Naval Marine
Emcor rail	RS Components
Fernau Avionics	RWE Npower
Filtrona	Schlumberger
Fitzpatrick	Siemens Plessey
Fone-Alarm	Sony Broadcast
Foreign & Commonwealth Office	Syntegra
Fourway Communications	Tandberg (NDS)
Fujitsu Defence	Thales Optronics
GE Capital	Thales Training and Simulation
Giffen Group	Thales Communications
GPT	Thomson Marconi Simulation & Training
Hewlett Packard	Tube Lines
Huntleigh Healthcare	VAI Industries
Irvin Aerospace	Westland Helicopters
Kelvin Hughes	

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Staff

AST's documentation team includes:

- ✓ **Technical Authors**
- ✓ **Editors**
- ✓ **CAD draughtsman and designers**
- ✓ **Help System Developers**
- ✓ **System Analysts**
- ✓ **Illustrators**
- ✓ **Project Managers**
- ✓ **On-line Document Designers**

With comprehensive support services:

- ✓ **Word Processing**
- ✓ **DTP**
- ✓ **Printing**
- ✓ **CAD**
- ✓ **Graphics Design**
- ✓ **Scanning**

Technical Authors

AST Technical Authors an expert knowledge of the Technical Publications industry. Each Technical Author is multi-skilled in various related disciplines and can demonstrate professionalism and proficiency in producing publications to tight quality constraints and timescales.

Production Team

All documentation is produced using the software that best suits customer requirements. The finished work is camera ready for printing, which can be arranged to supply completed documentation for distribution, or on customers defined media for on-line viewing.

Documentation may be provided in any output format; be it paper or an Interactive on-line document for distribution on CD-ROM or over the Internet.

All members of the AST production department are experienced in the use of numerous software packages and delivery media within the specialist area of Technical Publications. Emphasis is placed on using all the automatic functions of the software packages to ease future amendments.

Location of personnel is important and can be on-site at your location or off-site at our local offices, or indeed, a combination of both.

Contract and Permanent

AST is able to supply a **broad range of Contract and Permanent Personnel** such as those listed below:

Technical Authors	Technical Editors	Specification Writers
System Analysts	Analyst Programmers	Engineers
Project Managers	ILS Managers	LSA Managers
Logistic Support	CAD	Design Draughtspersons
Draughtspersons	Illustrators	WP Operators
Desk Top Publishers	Copywriters	Translators
QA Consultants	Lecturers	Trainers
Technicians	Librarians	Buyers

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Quality

AST has been approved by LRQA to **ISO 9001: 2000** for the:

Provision of writing and illustration services relating to paper/hardcopy and interactive on-line technical documentation. Provision of design services covering documentation, flow diagrams, mechanical fixtures, electrical and mechanical composite diagrams.

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.

ISO 9001:2000 Certificate



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The Institute of Scientific and Technical Communicators

Established for more than 50 years, the ISTC is the largest UK body representing professional communicators and information designers. The ISTC is a non-profit making organisation and is not part of, nor belongs to, any commercial company, trade union or political party.

ISTC Mission: To set and improve standards for communication of the scientific and technical information supporting products, services and business.

Vision: Professional communicators will provide information to enable a user to use a product or service safely and efficiently.

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.

AST is an affiliated member of the ISTC. This enables us to fully endorse and sponsor the Institutes aims and activities. AST 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.

The Horace Hockley Award

Each year the Horace Hockley award is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to the Technical Publications industry over a period of time. AST is proud that current members of its team have previously won this award: Gerry Gentle (Managing Director) in 2001 and Peter Greenfield (Senior Technical Author) in 1995. Visit the ISTC website to find out more.

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Contract and Permanent Staff

Since its formation in 1966 AST has supplied, through the Contract Staff office, Technical Personnel for many different companies in a wide range of fields of industrial activity.

Originally the Contract Staff department was established as a support service for the in-house Technical Authoring activities of the company. With the expansion of the company, and in response to our clients needs, the department has undertaken an increasingly important role within the company and has built up its own diverse and comprehensive database of clients throughout the UK and Europe.

From a pool of approximately 1000 applicants, which is constantly being updated, we are able to access a wide range of skills and resources to meet unusual and exacting requirements.

With such a large pool of applicants and the combined outsourcing and facilities staffing expertise and experience within the Company we are able to give a professional and flexible, client orientated service.

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
- your time is used efficiently by taking away many mundane tasks
- you are fully informed of the progress of the contract through regular meetings and updates
- 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 workable numbers of CVs
- you receive a value for money service.

Rates

Rates for Contract Staff and fixed price contracts are available on receipt of a requirement specification and are dependent on the:

- nature of the requirement
- experience of the candidate
- duration
- location

Before applicants are submitted or used on contracts they are thoroughly vetted through our well developed and intensive vetting procedure which covers the following:

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

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Company Status Information

Name of Company: **Author Services Technical (Herts) Limited**
10 Works Road, Letchworth Garden City, Herts, SG6 1LB
Telephone No. **01462-481144 Fax: 01462-483480**

E-Mail: **ast@astauthors.co.uk**
Web Site: **http://www.astauthors.co.uk**

Registered Office Address: **10 Works Road, Letchworth Garden City, Herts, SG6 1LB**

Registered No: **1353255**

VAT Registration No: **491 3905 32**

Defence Contractors List: **4E3A01**

Organisation: **Director: G D Gentle**

Company Status: **Private**

Date Founded: **1966**

Nature Of Business: **Technical Support Service to Industry**

Particular Fields of Expertise: **Technical Publications, Training and Logistics Support, Contract Staff**

Bankers for Reference: **National Westminster Bank Plc
Station Road, Letchworth, Herts**

Turnover: **Excess of £1.5M (2008)**

Insurance covering:
Professional
Indemnity/Employers
Liability and Third Party: **£2M**

Personnel: **22**

Quality Assurance: **AQAP1 (Edition 3) Valid through February 1993
ISO 9001:2000 Certificate No. 0923393,
valid until 30th November 2010.**

Unions: **Recognised by the Industry and Service Union M.S.F.
(Manufacturing, Science, Finance). Agreement dated 1990.**

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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.

Please pass on my thanks to your staff; I will not mention anybody specifically as all have played a part. Generally we seem to have been able to work together and it has shown that there is scope for future joint participation in major projects.”

Mr Brian Cann - Technical Publications Manager - Thomson Marconi Sonar Limited

This letter was received following the successful completion of an 8 month project to update a complete suite of Handbooks for Sonar Type 2054. The project was not only completed to a tight schedule but was very well received by the ultimate customer - MOD.

“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.”

Mr Mark Thurston - Senior Project Engineer - London Underground Limited

This letter was forwarded to AST by Mr Neil McDonald of Westinghouse Cubic Limited (WCL) for whom AST originated and printed a series of Communications Systems Operators Handbooks for various LUL underground stations.

“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.”

Mr Ian Miller - Manager Technical Authors - Nortel Limited

This letter was received following another successful contract placement to Nortel.

“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.”

Mr Phil Lawlor - Senior Project Engineer - VAI Industries

This letter was received following completion of a suite of manuals.

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Outsourcing your Technical Publications...

Recent studies have considered 'outsourcing' as a means to business efficiency, by allowing the company to focus on its core-activities. Outsourcing is a topic on which most will have some experience but not necessarily be aware of the benefits.

...is it right for your company?

Try this test

If you answer yes to any of these questions then you should consider outsourcing

1	Are your engineers writing and preparing the Technical Publications themselves?	AST uses engineers specifically trained in the specialities 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

When viewed as a burdensome necessity to meet contractual deliverables, the standard of publications has typically been poor.

Often an afterthought, the value of good documentation has historically been underestimated.

The specialist skills of technical authors to co-ordinate the technical publications activities and provide professional documentation releases your engineers to be able to focus on their core activities.

AST provides a single point for all technical publications activities, through to Translation, Printing and Distribution, to enable you to fully outsource your work with confidence.

AST has been acting as the Technical Publications department for numerous clients over many years. The benefits and added value we have provided have offered a very professional Technical Publications service with cost savings.

To find out more about the benefits of outsourcing your company Technical Publications activities, contact Mr Gerry Gentle for free advice.

Technical Author

A specialist communicator who processes complex technical information into a format comprehensible to a defined end-user to enable them to carry out an action or to understand a concept.

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