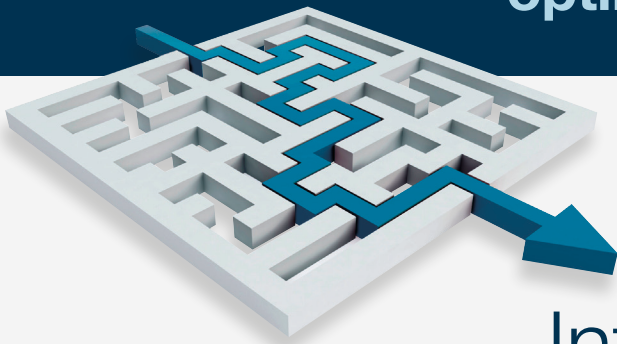


Harness the Power of Your Content
optimize performance
improve response time
gain competitive edge



What is Information Mapping[®]?

Definition

Information Mapping is a methodology for analyzing, organizing, and presenting information in its optimal form. The methodology involves

- analyzing business needs to determine appropriate solutions, and
- designing and developing solutions that result in improved communication and job performance.

Research-based

Information Mapping is based on research into

- how the brain processes information, and
- how information can be best categorized and presented.

Reader-based

Unlike conventional writing, Information Mapping is reader-based rather than writer-based. Information Mapping

- emphasizes how the reader uses information, rather than the writer's personal expression
- creates paper-based and on-line documents intended to be *used* – quickly scanned for relevant information – *not read* from beginning to end.

Applications

Information Mapping has been successfully applied to a variety of situations including

- information architecture models
- intranet site design and development
- policy and procedure manuals
- compliance reports for regulated industries, and
- training curriculum design and development.



Continued on next page



What is Information Mapping®?

Features

Information Mapping provides

- an analytical approach to developing documentation and training, based on the needs of users
- a standardized approach that ensures consistency in how information is communicated and understood
- a modular structure that makes information easy to access in any media, and
- ease of updating and maintenance.

Organizational benefits

The organizational benefits of Information Mapping include

- increased accuracy and effectiveness
- reduced review and rewrite time
- elimination of redundancies, and
- facilitation of the transfer of information to an on-line system.

Research results

Research studies have shown that the use of Information Mapping results in the following:

- 75% reduction in development of standard operating procedures (SOPs)
- 70% reduction in questions to supervisors
- 55% reduction in performance errors
- 42% reduction in training costs, and
- 30 - 50% reduction in reading and writing time.

Bottom-line performance

Organizations around the world who are standardized on Information Mapping realize improved bottom-line performance through

- sharing information in a way that builds knowledge
- substantial company-wide cost savings
- increased profit margins, and
- competitive advantage.



INFORMATION MAPPING

Information Mapping Canada, 357 Jane Street, Toronto, Ontario, Canada M6S 3Z3
(416) 769-0846 • 1-888-463-6627 • www.infomap.ca • info@infomap.ca

Information Mapping® is a registered trademark of Information Mapping, Inc.
Information Mapping Canada is the sole distributor of Information Mapping in Canada.