

# Harris Corporation

Leading information technology company delivers rich, engaging help system with streamlined workflow based on Adobe® Technical Communication Suite 2 software

## Harris Corporation

[www.harris.com](http://www.harris.com)



## Industry

Information technology and communications

## Challenges

- Deliver a rich, customized experience
- Streamline delivery of help content and updates
- Obtain user feedback directly from help

## Solution

- Customer help system  
To deliver an innovative online and offline help system for a unique new product, Harris Corporation used Adobe Technical Communication Suite 2 and Adobe AIR®.

## Results

- Improved the user experience
- Saved time in updating help content online and offline
- Continually improved the help system based on user input

## Systems At A Glance

- Adobe Technical Communication Suite 2. Components used include:
  - Adobe Captivate® 4
  - Adobe RoboHelp® 8
  - Adobe Acrobat® 9 Pro Extended
- Adobe AIR

## Making help engaging

When Harris Corporation launched Harris® Punctuate™, an innovative software solution that manages the scheduling and placement of advertising and promotional content across digital signage networks, the company wanted to deliver an equally advanced help system and training materials for customers. Instead of the usual text-heavy help system, Harris created rich and compelling content—interactive demonstration movies, recorded training modules, customer feedback mechanisms, and more—delivered over the web and on the desktop using Adobe Technical Communication Suite 2 software.

“With Adobe Technical Communication Suite 2, Adobe has integrated the best authoring and publishing applications that are most useful for technical writers,” says Becky Williams, senior technical writer for Harris, a leading international communications and information technology company. “It delivers a streamlined workflow that helps focus my work and allows me to share information and content between applications in an easier, more productive way.”

## When great help is a must

A robust help system was integral to the success of Punctuate for several reasons. First, Punctuate is unique in the market; so many customers are unfamiliar with its functionality. Punctuate enables network operators to capture the attention of a specific audience by scheduling content based on display attributes, rather than repeating the same content loops across an entire network of signs. Operators can create networks within networks and place video and data content based on the location of the sign, business service offered, time of day, audience demographic, and other factors. The content is then delivered by Harris InfoCaster playout systems.

Williams explains that many of Harris’s broadcasting applications manage “traffic” functions, which is the flow of programs, advertisements, and other information on a broadcast channel. “The creators of digital signage are typically graphic artists who are not accustomed to broadcasting or traffic systems, so they often do not fully understand the terminology,” she says. “The help system for Punctuate is very important to them, and their feedback is very important to us.”

## Online or on the desktop

With Adobe Technical Communication Suite 2, Williams was able to create rich-media content for the help system once and then publish it to multiple channels, including an Adobe AIR application for an integrated experience inside and outside the browser. She used Adobe RoboHelp software to create the help system application, and Adobe Captivate software to record training modules that are linked to the application and prompt customers to interactively try Punctuate product features on their own. Williams also provided sections of the training modules as short show-me demonstrations that are incorporated into the help system.

Harris Corporation used Adobe Technical Communication Suite 2—including Adobe RoboHelp and Adobe Captivate—to create a help system and to record training modules that are linked to the company's Punctuate application and prompt customers to try Punctuate features. Sections of the training modules are also provided as short show-me demonstrations that are incorporated into the help system.



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Becky Williams,  
Senior technical writer,  
Harris Corporation

#### For More Information

[www.adobe.com/products/technicalcommunicationsuite/](http://www.adobe.com/products/technicalcommunicationsuite/)

“People can watch something, and think they’ve got the concept,” says Williams. “But by using the flexible integration features in Technical Communication Suite 2, we were able to integrate show-me demos and other engaging content that helps firmly establish concepts in users’ minds.”

The components of Adobe Technical Communication Suite 2 are so well integrated that Williams was able to edit movies in Adobe Captivate and have them automatically updated in RoboHelp, a capability she notes greatly simplified her workflow. She also used Adobe Acrobat 9 Pro Extended software to deliver printable release documentation in Adobe Portable Document Format (PDF) to internal and external clients.

“Adobe Technical Communication Suite 2 is a complete solution for technical communicators,” says Williams. “I can use the new functionality in the suite to create more compelling end-user content that engages customers and is easy to navigate.”

The Adobe AIR application created to enable content to be consumed outside the browser is especially beneficial for Harris and its customers. The ability to view content offline is a major convenience for users when they are not connected to the Internet. Harris can update a website between product releases, thereby providing more up-to-date or in-depth information than was available at the end of a release cycle. New updates made online automatically synchronize with the help system available on Adobe AIR, eliminating the need to provide the latest information in two different places.

#### A two-way feedback loop

In addition to providing rich, compelling help content, Williams wanted to be able to obtain user feedback directly from the help system. Features in Adobe AIR for adding commenting and favorites allow customers to customize their own user experience, while providing invaluable input back to Williams so that she can continually enhance the system. According to Williams, this capability has made help more user-centric, and enabled customers to take better advantage of what help offers.

“Rather than knowing where they navigated to in the help system, I know how users felt about the content they viewed, and that is infinitely more valuable to me as a technical writer,” says Williams. “The Web 2.0 functionality of the Adobe AIR application provides an opportunity to bring us closer to our customers, and that is always a good thing.”

#### A foundation for the future

For Harris, Adobe Technical Communication Suite 2 has become the foundation of a new and better way to communicate with customers on technical topics. The software helps Harris deliver a rich, engaging, and interactive user experience, while offering integration that enables more efficient publishing to multiple channels. Concludes Williams, “We will definitely be using Adobe Technical Communication Suite 2 moving forward for future projects.”



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