BÁRD

CASE STUDY

How Bárd helped a global, cloud-led, data-centric software company streamline complex documentation for cloud solutions

2024

Company Overview

Bárd Global, founded in 1999, is a leading and multi-award-winning global technical writing consultancy based in Ballingeary, Co. Cork, Ireland. For more than 25 years, Bárd has specialised in creating exceptional content solutions that bridge the gap between complex technology and accessible communication. With a remote-first culture, we leverage a diverse team across the US, Europe, Asia, and Latin America, ensuring flexibility, inclusivity, and a harmonious work-life balance.

We provide comprehensive technical writing services, including documentation banks, help centres, engineering diagrams, and technical illustrations. Our managed services combine human expertise to deliver high-quality content quickly and efficiently. We work with a client-centred partnership approach, with rigorous quality assurance and exceptional customer service, which makes us a trusted partner for global technology giants.

Bárd is committed to excellence, innovation, and compassion, focusing on long-term partnerships and delivering tailored technical writing services that meet the evolving needs of technology, life sciences, and other industries. We place a high value on ethical practices and employee well-being (we're a Sunday Times 2024 Best Places to Work award winner), as well as social impact and community involvement.

Our culture is defined by our remote-first and flexible working model, which has attracted top talent worldwide. We value diversity, inclusion, and family-first policies, creating a supportive environment where employees are encouraged to bring their whole selves to work and grow both personally and professionally.

Here's how we've helped our long-term clients.

Streamlining Complex Documentation for Cloud Solutions

Client: A global, cloud-led, data-centric software company

Industry: Technology

Project: Comprehensive documentation development and content management for their product lines.

Services: Technical writing, content ownership, workflow coordination, and documentation enhancement.

The Background

Our client, a leader in data management and cloud solutions, relies heavily on robust, comprehensive, and accurate technical documentation to support its wide range of products and services. Their customers depend on high-quality documentation for configuring, deploying, and maintaining and systems all designed to optimize data storage, protection, and management across on-premises and cloud environments. Maintaining these extensive content sets while keeping up with evolving technology, product enhancements, and user needs presents a significant challenge for their technical teams.

The Opportunity

The client faced several pain points in managing the documentation for their complex product portfolio:

- **Evolving product features**: With constant updates, rebrands, and new features across products, they required ongoing updates and new content to reflect these changes accurately.

- **Coordination across teams**: Managing contributions from multiple teams and third-party contractors across the globe, along with coordinating with internal writers, created the need for efficient collaboration tools and processes.

- **Scaling documentation**: As their products expanded, so did the need for thorough documentation. Keeping pace with product growth required additional support to handle everything from hotfixes and feature releases to customer feedback.

This was an opportunity for Bárd to provide technical writing expertise to solve these documentation challenges and ensure high-quality, up-to-date product content.

The Solution

Bárd partnered with this client to streamline and improve their technical documentation processes. Over time, Bárd took on more significant responsibilities, evolving from simple editing tasks to complete ownership of certain content areas.

- **Ownership of documentation areas**: Bárd took full ownership of certain sections of some of their product documentation. This included writing, editing, and maintaining the content as new product features and updates were introduced.

- **Collaboration and coordination**: Working closely with their internal staff writers and other third-party contractors, Bárd ensured smooth coordination and communication across teams. Our team of writers frequently addressed documentation issues raised via GitHub, resolving JIRA tickets and pushing content fixes to maintain up-to-date documentation.

- **Comprehensive content development**: From cloud systems to data protection and disaster recovery, Bárd contributed significantly to a wide range of documentation. We edited messages and UI elements, resolved GitHub issues, and ensured accurate, user-friendly content across different products and services.

- **Workflow and process optimization**: By using automation tools and adhering to an organized workflow, we ensured that documentation was always delivered on time, with high accuracy and clarity, meeting both Bárd and our client's quality standards.

The Results

Bárd's involvement led to tangible improvements in the client's documentation quality and process efficiency:

- **Improved documentation quality**: Our contributions helped reduce errors and inconsistencies in documentation while improving user engagement by ensuring the content was clear, concise, and up-to-date.

- **Enhanced coordination**: Our team worked in sync with internal and external stakeholders, ensuring seamless communication across multiple teams, which helped streamline workflows and reduce bottlenecks.

- **Scalability of documentation**: As their products and features grew, Bárd provided the support they needed to scale documentation efforts efficiently, ensuring all new features and updates were reflected in the documentation on time.

- **User experience**: The improvements in documentation contributed to a better user experience, with customers easily finding the information they needed, reducing the need for extensive support requests or escalations.

Bárd's technical writing expertise not only improved the quality of our client's documentation but also addressed the core challenges of scaling content and maintaining consistent communication across multiple teams and platforms.

Want to learn more about how Bárd can support your
information and user experience/technical writing documentation needs?

Contact us today!

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