

The TWB Survey of the Technical Communication Landscape in India 1st Biennial Report (2011 – 2012)

India's First Comprehensive Survey of the Technical Communication Industry

TWB announces the publication of the findings of the first comprehensive survey of the status of India's Technical Communication industry. The *TWB Biennial Technical Communication Survey (2011 – 2012)*, covers a significant percentage of companies with annual turnover between USD 1 million and USD 1 billion. It is meant to provide today's enterprise decision makers with insight into the value of Technical Communication and Information Management in the knowledge industry.

Technical Communication is critical to sectors including IT, ITES, BPO, KPO, Aerospace, Defense, Biotechnology, Business Intelligence and Telecommunications. The key concept behind the creation and publication of this report is to comprehensively present the state of the Technical Communication industry across businesses in India. The *TWB Biennial Technical Communication Survey (2011 – 2012)* contains a wealth of data about current and emerging trends in the Technical Communication industry.

TWB Research for Senior Management

Senior management, including CxOs and other key decision makers will benefit from information such as:

- **77%** of today's companies require and produce technical documentation. **23%** are dependent on Technical Communication outsourcing for their documentation requirements.
- Over **60%** of today's companies do not have a separate department for Technical Communication, indicating a decentralized team structure.
- Implementation of a centralized information management system can result in savings of nearly **USD 6 million per annum**, for a company with a turnover between **USD 20 and 30 million**.

Key facts such as these can prove to be essential drivers in taking business decisions about an organization's inclination towards the importance of Technical Communication.

TWB Research for Technical Communication Leadership Teams

Technical Communication leadership teams, including the heads of Knowledge Management and the heads of large Technical Communication programs will benefit from information such as:

- The largest percentage of Technical Communication companies has teams between **1 and 10 members**.
- Companies with turnover between **USD 1 to 5 million** have teams between **1 and 10 members** while those with turnover greater than **USD 500 million** have Technical Communication teams with **over 200 members**.
- **36%** of organizations in the Technical Communications industry focus on **Content Management**, while **34%** focus on **Technical Writing**.

This information can help make critical decisions for team building, as well as determining the focus areas of existing Technical Communication teams.

TWB Research for Technology Product Vendors

Technology product vendors will be able to analyze the market better in order to understand the technology in which today's enterprises are investing in, though information such as:

- **86%** of companies are convinced that single sourcing is important and are willing to incorporate single sourcing systems in their organizations.
- **10%** of companies are willing to outsource their single sourcing requirements to vendors.
- Microsoft Word, Adobe FrameMaker and Adobe RoboHelp continue to lead the industry as preferred authoring environments with **14%**, **17%** and **16%** of the market share respectively.
- Nearly **15%** of the market share is dominated by XML-based tools, indicating a growing market for XML-based products.

TWB Biennial Technical Communication Survey (2011 – 2012) from The Writers Block presents data that covers the entire Technical Communication landscape of India, across industries ranging from software products and services, to manufacturing, and technology products and services.

Wasted effort in activities such as searching for information, formatting and rewriting content, and localization can lead to costs up to USD 110,000 – which equates to spending on zero productivity.

The *TWB Biennial Technical Communication Survey (2011 – 2012)* indicates that Technical Communication departments tend towards smaller team sizes – indicated by 61% of the surveyed companies who believe that Technical Communication is critical to their organization's growth.

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TWB Research for Human Resource and Hiring Managers

For Human Resource and Hiring Managers, the *TWB Biennial Technical Communication Survey (2011 – 2012)* provides key facts such as:

- Collaborative tools and content management systems play a key role in **48%** and **12%** of organizations respectively. This indicates that related knowledge is a critical prerequisite for Technical Communicators.
- **79%** of companies have a well-defined career path for Technical Communicators.
- The typical longevity of a Technical Communicator's career path ranges from **10 to 15 years**.

TWB research indicates that 29% of all Technical Communicators are given both a fixed salary and performance incentives, while 57% receive only a fixed salary.

TWB Research for Training and Development Managers

For Training and Development Managers in IT, ITES, Aerospace, Defense and BPO/KPO, information on preferred Technical Communication tools will help make strategic decisions about enhancing the skill set of the company's workforce. For example:

- **15%** of today's popular Technical Communication authoring environments are XML-based tools, indicating the importance of XML knowledge for Technical Communicators.
- Collaborative tools are used by **48%** of all organizations engaged in Technical Communication.

Additional Report Contents

In addition to the research inferences based on the TWB survey, the *TWB Biennial Technical Communication Survey (2011 – 2012)* also includes:

- Contributions from industry thinkers
- Industry Discussions

Contributions from Industry Thinkers

The *TWB Biennial Technical Communication Survey (2011 – 2012)* contains contributions from key industry thinkers, including:

- Dr. JoAnn T. Hackos, President of STC (1992 – 93), President of Comtech Services
- Constance McCutcheon, an industry veteran with over twenty years of experience
- Paul Trotter, Founder and CEO of Author-it Software Corporation
- Dr. Carlos Evia, a professor in Technical Writing at Virginia Tech. University
- Professor Sadagopan, from IIIT-Bangalore

Industry Discussions

The *TWB Biennial Technical Communication Survey (2011 – 2012)* concludes with a section devoted to industry discussions. This section highlights the growing significance of technical publications across industries. The industries presented in this section include:

- Aerospace and Defence
- BFSI
- Biotechnology
- Blended learning
- Business Intelligence
- E-learning
- PC and Server
- Storage and Backup
- Telecom hardware and software

The articles by Technical Communication industry thinkers discuss essential topics in Technical Communication, on subjects as diverse as **quality and usability benchmarks**, to the **effective reuse of content** and **international collaboration for training programs**.

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Further Action

To purchase the *TWB Biennial Technical Communication Survey (2011 – 2012)*:

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