



No matter what business you're in, your organisation relies on its ability to create high-performance documents to get things done. Do you have the right process in place?

Now there's a better way

total-axs

better process, better documents





The PROBLEM with the status quo.

Key documents including tenders, complex quotations and annual reports require input from many people across your organisation and often from third parties too. Content must be gathered from multiple sources, (usually on tight deadlines) collated, edited, and distributed for approvals and comments. Then, that feedback needs to be collected, edited and incorporated into the document (which is often not easy). The document must be then redistributed for approval. As the deadline approaches, questions arise. Is the document now compliant? Did we incorporate all the changes? Will we meet the deadline?

This is an all-too-common scenario.

It's frustrating, time-consuming, difficult to manage and provides fertile ground for mistakes to be made and deadlines to be missed, which is where we start to encounter an even bigger problem. The result of critical mistakes can be lost business, lost credibility and damage to your reputation and share price.

It's exactly what we mean by process rather than performance becoming the all-consuming issue. It's what keeps your people awake at night.

Wouldn't you rather free your people up to think about new ideas and ways to improve the document's performance, than worrying about whether they've circulated the correct version for approval?

We thought so too.



The key to your SUCCESS.


Whether it's to win new customers (or keep existing customers happy) most organisations rely on their ability to create and publish quality information – everything from marketing materials, tender documents and new business proposals; to website content, customer newsletters, annual reports and your internal policies. Every day, your organisation produces hundreds of documents that are intended to deliver value. The problem is, the process of creating documents is so cumbersome that it overtakes the focus on performance.

What could it mean to your organisation's bottom line if there was a better

“ We first utilised the software within our sales division to produce tenders and sales quotations. Then I realised we should be deploying the process enterprise-wide. The risk minimisation aspect appealed to me. I am always concerned that documents produced might not comply or have a critical error that we missed, thereby damaging our reputation or having ‘who knows what’ effect on our share price.”

CEO

strategy documents > corporate governance > prospectuses > annual reports





“ We’re a heavily regulated industry, and anything we publish requires sign off from half a dozen internal departments, as well as external legals. It used to take us months to get anything through, and often we’d have to bring in additional temp staff just to traffic materials and approvals around. The number of opportunities we missed...”

Marketing Manager

marketing materials > policy and procedures documents > training manuals





The SOLUTION.

total-axs will revolutionise the way your business works – it's a new way for [high performing people](#) to contribute to [high performing documents](#). By making process take a back seat to performance, you'll free up your best people to focus on doing what they do best. It will lead you to create [better documents](#) and achieve [better outcomes](#).

With total-axs, it's all at your fingertips.

- > Create, manage and distribute information more effectively, accurately and economically.
- > Save time, increase accuracy and reduce stress.
- > Eliminate confusion and mistakes over document versions and approvals.
- > Automate production administration.
- > Manage timeframes and deadlines with production status reports.
- > Maintain confidentiality internally and externally.
- > Free up your people to focus on doing what they do best – adding value to the performance of your documents, rather than being overtaken by the production process.



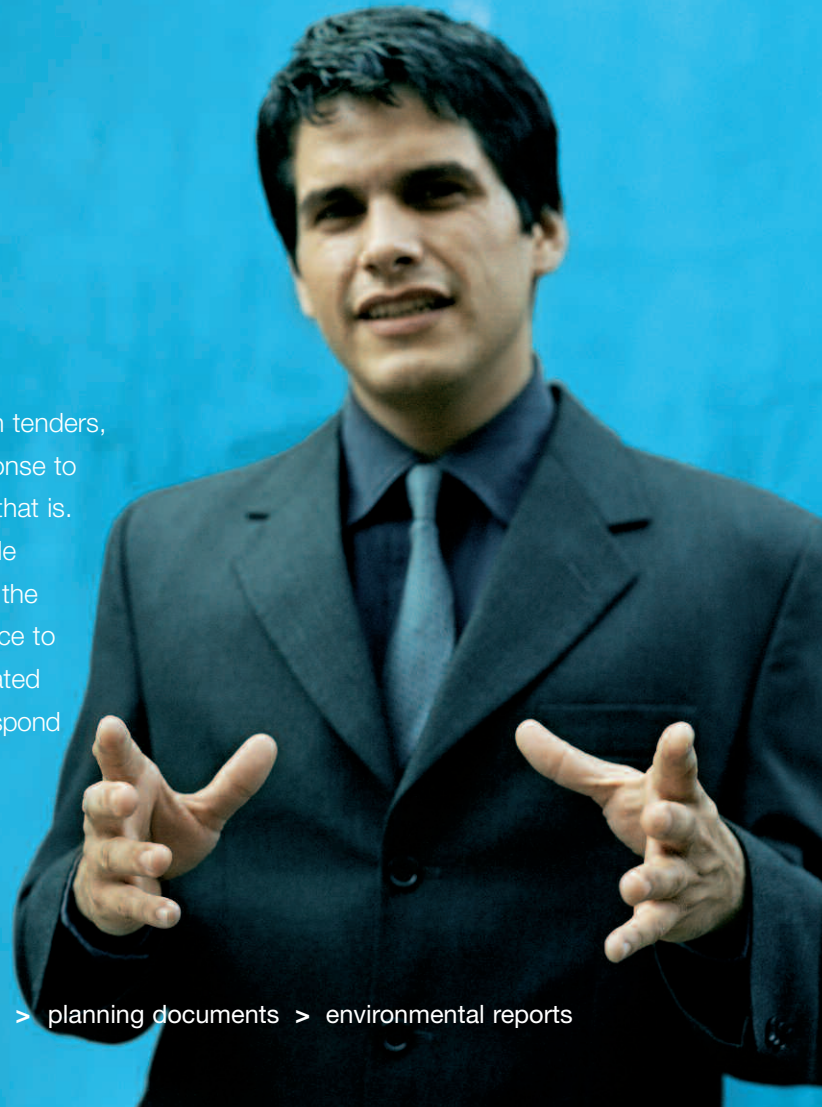
The COMPETITIVE EDGE you've been looking for.

- What would it mean if you could cut your production time for key documents by up to 30-50 per cent?
- What if you could minimise the risk of missing or incorrect content in your documents?
- What if you could have new marketing materials in the hands of consumers faster than ever before?
- What if you could gain a competitive edge and win more tenders, thereby exceeding your sales goals?
- And what if you could put documents such as these on your intranet or website the instant that they are approved?
- The ability to respond quickly to opportunities, changes and challenges is often the difference between high-performing organisations and the rest. What if you could improve your speed to market, reduce your expenses and free your people up to focus on delivering more innovative and persuasive information and creating value for your customers and shareholders?



“ Most of our new business comes through tenders, and if you’ve ever had to put together a response to a RFT, you’ll know what a major undertaking that is. We’d sometimes have a dozen or more people from throughout the company contributing to the document, and it was always a last minute race to meet the deadline. We were constantly frustrated that we couldn’t streamline the process and respond to more new business opportunities. ”

National Sales Manager



tender documents > new business proposals > planning documents > environmental reports



A little about US.

With more than 15 years' experience working with Australia's [Top 500 companies](#) and government entities to deliver [high performance communications](#), we found that very few organisations have software solutions that facilitate workflow and collaboration when producing critical tender documents.

By leading the way in our space, with vision and strategic focus we add value to our target market segments – middle to high end organisations and government – by streamlining their document and website production processes.

We have identified a rapidly accelerating need for organisations to communicate more widely and to do so under increasing pressures. We realise the extent of the difficulty these companies face when not having access to a collaborative production system.

That's why we developed **total-axs**. By making the process better, we've helped organisations to produce better documents and achieve better performance.

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