

THE INTEGRITY GROUP's REP MethodologySM is a unique, high-value approach to producing the material most visible to your employees and customers—

Documentation, Training, and Sales/Marketing Content.

Using the REP Methodology gives you *rapid, economical, and predictable* results. It decreases development time, saves you money, and increases the quality of content deliverables—and only **THE INTEGRITY GROUP** has it!



Rapid

JUST PICK UP THE PHONE, AND WE'RE ON IT!

Integrity gives you:

EXPERIENCE —

Since 1994, we've supplied expert outsourced content solutions to Fortune 500 companies. We engage with your team, integrate your processes, and understand your products and services, reducing rampup time.

FLEXIBILITY —

We work with you the way you need us to, giving you instant, seamless support.

SPECIALIZATION —

We shrink timelines by performing work tasks in parallel. Our experienced writers, instructional designers, web developers, editors, desktop publishers, graphic artists, multimedia designers, and production administrators work efficiently and proactively, sharing knowledge and shortening development and review cycles.

SCALABILITY —

When your deadline moves in or unexpected projects heat up, we react immediately. We have the ability to scale up or down to best serve your budget and development cycle.

Economical

MOVE FROM HIGH FIXED COSTS TO LOW VARIABLE COSTS— A TRUE SAVING.

Integrity gives you:

REDUCED OVERHEAD —

We provide our employees with everything they need. You can stop paying fixed burdens for labor, office space, or technical resources.

END-TO-END SERVICES —

We provide complete solutions. No longer do you have to manage multiple contractors or employees.

BLENDED PRICING —

You wouldn't pay an architect to build a fence, would you? We supply services at varying price levels depending on the skills required.

LEGAL RISK MANAGEMENT —

We take on the responsibility of insurance coverage, payroll taxes, and employment risks, so you don't have to.

"JUST-IN-TIME" SERVICES —

Because of our rapid engagement and rampup process, you can involve us later in the development cycle, guaranteeing maximum productivity and minimal rework.

INFRASTRUCTURE —

We invest in our infrastructure so you don't have to, which means our teams can readily access your networks and provide seamless, secure support.

Predictable

YOUR BRAND. YOUR SPECS. YOUR WAY. EVERY TIME.

Integrity gives you:

PROFESSIONALISM AND EXPERIENCE —

We have produced thousands of deliverables for major corporations. You get consistent support, from project planning to project completion.

LONG-TERM RELATIONSHIPS —

We're in it for the long haul. We invest heavily in systems, processes, and personnel to support you from project to project.

RESOURCE RETENTION —

We understand that keeping key employees improves the quality of our services and lowers your outsourcing risk.

COMMUNICATION —

Our people are trained to communicate effectively and proactively. We eliminate roadblocks before they have a chance to stall the project.

KNOWLEDGE SHARING —

Individual contributors continuously share information with their team members and their managers, reducing ramp-up time for new team members and guaranteeing knowledge transfer.

QUALITY ASSURANCE —

We study your brand and style guides. Every deliverable must pass our QA check, giving you quality and consistency every time.

REP Solutions use **THE INTEGRITY GROUP**'s proprietary REP MethodologySM, and offer you a unique, high-value approach to executing critical documentation, training, and sales/marketing content projects. Whether for products and services, sales and marketing, business processes, or the people in your organization, with REP Solutions you'll get *rapid, economical, and predictable* results for every project.

REP Solutions also give you increased productivity, and higher customer satisfaction, product adoption, and sales effectiveness—all leading to business growth, lowered risk, and **at least 25% lower costs**.



Lower risk

- Your team can focus on strategy and review, not development
- Never miss a deadline
- Use a company proven by Fortune 500 clients

Lower cost

- One supplier, one invoice, one standard
- Decrease development time and costs
- Reduce support costs
- Increase competitive advantage
- Focus on innovation

Higher quality

- Eliminate errors
- Standardize content and branding
- Increase customer acceptance
- Improve customer experience
- Retain more customers

REP Solutions support you in four key business areas:
Products, People, Processes and Promotions

Each area can be supported by multiple service offerings—content development, editing, production, and so on, and a variety of engagement models—a co-located onsite team, a remotely-located offsite team, or a blended remote and co-located team. Integrity's "blended right-sourcing" means you get the right resources at the right location, providing the right services for the right price.

Products

Our content developers work with you to develop effective documentation, training, and sales/marketing solutions that help you deepen and maintain your customer relationships. We help you ensure that your content is accessible to a broad audience and easy to use. For new product development, packaging, rollouts, and tech support, Integrity's REP Solutions give you the following benefits:

- Shorter time to market
- Reduced costs
- Improved customer experience

People

Our solutions help you focus on your core business strategies, while we provide flexible, scalable solutions that reduce your overhead costs. Our team develops effective training solutions that help your employees understand and retain key concepts. For HR, HS&E, and corporate initiatives, Integrity's REP Solutions give you the following benefits:

- Improved compliance rates
- Improved employee retention
- Reduced costs

Processes

Our team assesses business practices, designs improved solutions, and executes projects according to your schedule. As your organization changes, we help you manage that change. We deliver quality and consistency every time. For business transformation and process improvement initiatives, Integrity's REP Solutions give you the following benefits:

- Increased organizational productivity
- Harmonized processes across organizational units
- Improved quality

Promotions

Our team combines compelling content with highly-effective collateral and presentation design. We help you tell the right story to capture your audience's attention. For sales and marketing programs, Integrity's REP Solutions give you the following benefits:

- Expanded market share
- Consistent brand identity
- Improved customer loyalty

THE INTEGRITY GROUP
RAPID, ECONOMICAL, PREDICTABLE PROJECT SOLUTIONS

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