



COMPANY PROFILE

8 July 2008

RED PONY PTY LTD

Red Pony Pty Ltd is a technical communications agency.

We develop clear, concise text-based materials for businesses across all industries. Red Pony offers technical communications solutions for both traditional and new media.

History

After working on award-winning IT and multimedia projects in Australia and overseas, Peter D. Riches formed Red Pony in 2003.

Since then, Red Pony has built an impressive list of clients and delivered a diverse range of technical communication projects.

In 2006, Red Pony registered with ASIC as a limited liability Australian company.

Red Pony continues to provide innovative quality content solutions for all forms of technical communication.

People

Red Pony founder and Managing Director, Peter D. Riches, has more than 10 years experience in developing technical communications projects in Australia and overseas.

He spent five years with Melbourne's Senojweb Pty Ltd as Content Director and Information Architect, and was a key member of the team that developed the award-winning ABS educational CD-ROM, 'A Tale of Two Worlds'.

Peter has worked as an instructional designer for Riverdeep Interactive in Dublin. Back in Australia, he was employed as a technical writer for Infosys Technologies and then edited the 'Effective Engagement' kit for the Victorian Department of Sustainability and Environment. This kit remains a benchmark in the field of community engagement.

Peter holds an Honours Degree in English Literature and is a member of the Society of Editors (Vic) and the Australian Society of Technical Communicators (Vic).

Senior Consultant Andrew Eather holds a BA in Classical Studies and a Diploma of Professional Writing and Editing. His background in academic writing and editing coupled with his experience editing web copy, training manuals and tender documents make Andrew a welcome addition to Red Pony as we continue to expand.

Clients

Red Pony has provided technical communications services to government departments, NGOs and corporate clients including:

- Australian Bureau of Statistics
- Department of Sustainability & Environment
- Digital Bridge
- Infosys Technologies
- Kimberley Aboriginal Medical Services Council
- Parenting Research Centre
- SitePoint Solutions
- Spidertech.

Industries

Red Pony has undertaken projects across a broad spectrum of industries including:

- arts & entertainment
- banking & finance
- community engagement
- communications & marketing
- environmental development
- information technology
- telecommunications
- travel
- utilities.

Services

Red Pony provides technical communications services including:

- copy writing
- business process documentation
- editing & proof reading
- information architecture
- instructional design
- project management
- research & reporting
- technical writing
- usability testing
- web development.

Documents and projects

Red Pony can deliver all of your documentation requirements, including:

- advertising copy
- annual reports
- biographies & profiles
- CD ROMs
- editorials
- ghost writing
- media releases & press kits
- presentations
- resumes
- scripts
- speeches
- tenders & proposals
- user manuals
- website content

How we can help your organisation

Generate new business opportunities

Red Pony is experienced in developing successful tenders and proposals. We can either edit and proof the documentation you provide or we can manage the entire response production process for you.

We will identify the various requirements for the tender or proposal, create the template and structure, and then liaise with your experts to source the necessary information. We can even arrange graphic design and printing services.

Business processes documentation

In the modern business climate it is imperative that you have quality business process documentation to enable succession planning, identify process improvements and to meet regulatory obligations.

Red Pony can produce technical documentation, including detailed schematic diagrams and flowcharts, to comprehensively document your existing processes and procedures.

Assist users of your products or services

Don't compromise the delivery of your product or service by failing to provide adequate user documentation. A clear, well-structured user manual can add value to your business and provide your clients with peace of mind, knowing they have help whenever and wherever they need it.

Red Pony develops user manuals and other instructional documentation for both online and offline applications. We can also design and present training materials and courses to complement any end-user documentation.

Attract funding and create opportunities for expansion

Sometimes the application process for grants from government or other funding bodies can be daunting, but the rewards can be huge, and success can take your organisation to the next level.

Red Pony can assist you in developing the best possible business case for your application, making sure that it reads well, meets all the requirements and, most importantly, provides a convincing argument as to why your submission should be successful.

Research and reporting

Good decision-making is dependent on good data. Red Pony can undertake research on your behalf and collate the findings into a logical, structured report that provides clear, evidence-based outcomes. Consulting with stakeholders and reviewing the relevant literature, Red Pony can produce a comprehensive report that will put you in the most informed position to make your decision.

Word template development

By creating Microsoft Word templates for common documents and defining a set of text styles, organisations can quickly and easily produce documentation consistent with the corporate brand. Red Pony can establish a standard corporate template, provide training for your staff to help them use the styles and formatting functionality within MS Word and show them how to create new templates and text styles.

Web and online application development

Developing an effective website or business application requires careful thought and planning. Red Pony has many years experience in information architecture and instructional design. We can save you time and money by getting it right at the planning and design stage.

We can produce all project documentation you require, including application architecture diagrams, process flowcharts, sitemaps and wireframes.

Red Pony can also connect you with programmers and graphic designers to develop the application. Alternatively, we can manage the project from end-to-end, giving you the convenience and confidence of working with a single provider.

What our clients say

"We have employed Red Pony's writing and online specification services for a number of years. They have consistently provided us with clear and concise text for all mediums.

Their in-depth knowledge of online development methodologies and technologies has made them an invaluable resource when conceptualising and communicating complex ideas which formed the basis of our e-business systems. I believe every business can benefit from the polished service Red Pony provides."

Tim Jones, Director, OBM Services

"As Content Manager, I requested Red Pony's services based on proven skills including high level technical writing, editing, sub-editing and instructional design.

I have no hesitation in recommending Red Pony to other organisations."

Derek McCormack, Content Manager, Raising Children Network

"Red Pony has provided writing and editing services to SitePoint over a number of years. The work has included proposals, working directly with our clients in the preparation of support manuals, and SitePoint marketing materials.

In late 2006, Red Pony helped us rework our standard proposal documents. The experience Red Pony brought to the table was invaluable and ensured that our message was being correctly communicated to a non-technical audience. Red Pony's work has already directly contributed to better conversion rates.

Notably, Red Pony's work has contributed to SitePoint landing its biggest client and project to date."

Julian Carroll, Web Development Manager, SitePoint Solutions

"The Department of Sustainability and Environment Community Engagement Project engaged Red Pony to help draft and edit detailed course instruction sheets for use by trainers in other agencies.

The content was highly specialised and the finished product required in a short timeframe. Red Pony provided quality advice, and was always willing to find ways that would improve the product. It was a pleasure to work with the Red Pony consultant, Peter Riches."

Martin Butcher, Community Engagement Facilitator (Training & Development), DSE

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