



TIPSHEET

The Production of a White Paper

Six reasons for Outsourcing

A White Paper is always a collaboration between the client and the contractor.

1. Knowledge as “building material”

Your experts have the knowledge and the know-how available to create a White Paper. But do they write with the necessary professionalism? When creating a White Paper, the expertise which the experts make available in the form of publications, literature references, interviews and guided tours, can be viewed as “building material”. Professional authors use it to create the building in the form of a convincing text.

2. The collective product

A White Paper is therefore always a collaboration between the client and the contractor. This division of labour is therefore also an advantage, because the client is all the more able to keep its own resources free for internal projects. Of course, internal resources also have to be made available in the case of outsourcing in the production of a White Paper –for co-ordination, expert interviews, proof-reading rounds and the verification of facts. In practice, it has proven to be a good strategy if the client appoints a Project Manager, who co-ordinates the production of the White Paper.

3. The “Outsider’s Perspective”

Your specialists know best what makes your firm sit up and take notice and what it is capable of. But do they also understand how to portray the art, ideas and innovations for the reader’s perspective? What is often taken for granted after intensive work on a project from the inside, can for an outsider represent a great discovery or an unforeseen solution to a problem.

4. Knowledge transfer

External science editors and infographics specialists are experts in their own fields. They are used to dealing with complex texts



and graphics on a daily basis and they generally know how to address interested readers or special target groups. They are the actual interface between the experts and the customers and the linchpin for successful and technically competent marketing.

5. Project Planning

The creation of a White Paper demands stringent Project Management. Much research, writing, redrafting, fine-tuning and supervision is necessary for the collection and presentation of knowledge. Appointments, schedules and voting procedures must be followed – and all this within a running business. It saves both time and resources to make use of external help. Furthermore, your business profits from a high level of commitment. They definitely receive their White Paper on time – even at an exact hour when necessary.

6. Business Consulting – Consulting

In a White Paper, knowledge is portrayed in a scientific and neutral way. However, how should the themes be weighed up, what receives how much space? And how is the weighting of specific departments or experts determined? Frequently strategic consulting from outside is helpful here to reach a decision which is accepted by everyone.

Would you like to receive more information?

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