Adaptavist – cutting content complexity

Developing software and providing IT consultancy services, Adaptavist is an international name in managing organisations' assets. Providing support, training and add-ons to Atlassian's suite of software development and project management tools, Adaptavist works with over half of the Fortune 500 companies.

12 months ago Adaptavist's world was a foreign one to me. The company deals in high-end software solutions, and sells them to customers who already work in software development. But there's nothing like a fresh perspective in writing…
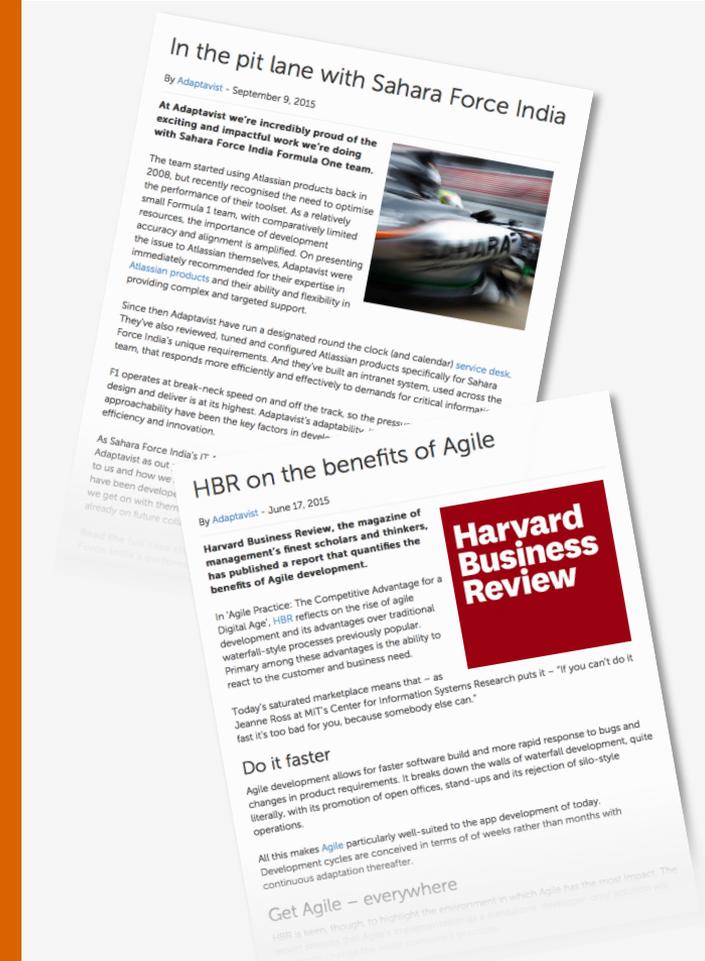
I've produced numerous blog articles – on Why Digital's behalf – to promote Adaptavist's services and provide interesting and relevant industry commentary. Efforts are made to simplify where possible, and to use clear language to explain complicated concepts. Although these blog articles aren't targeted at the layman, that doesn't mean they can't be engaging.

A different approach is therefore required in generating the content that keeps Adaptavist front of mind for industry players. Most challenging is the understanding of the subject – whether it be the true benefits of agile development or the rate of deployment of team collaboration apps.
But beyond this, I'm keen to remind myself that the audience is made up of people – albeit very tech-savvy people – who are passionate about these subjects.

So commentary needn't focus on incredibly complex development processes: industry trends, ideas to promote new ways of working, and recent success stories are far more interesting and inclusive subjects.

Success stories

I found writing promotions to share recent Adaptavist success stories – with clients such as the Sahara Force India F1 team and medical resource OrthopaedicsOne – particularly rewarding. They allowed me – and their readers – to appreciate the behind-the-scenes work necessary to power some truly inspirational companies. Furthermore, in an industry of technical complexity, it was meaningful to report that often the factors clients most value are familiar ones – customer service, approachability, and reliability.