

# Capabilities Statement



## Core Competencies

- Technical writing and editing
- Content structure and development
- Strategic content audits
- Policy and procedure
- Process design
- Translation management
- Multiple platform publishing solutions

## NAICS Codes

- 511130** Book Publishers
- 541430** Graphic Design Services
- 541611** Administrative, Management, and General Management Consulting Services
- 541690** Other Scientific and Technical Consulting Services
- 541990** Other Professional, Scientific, and Technical Services
- 561410** Document Preparation Services

## Competitive Advantages

- Strategic support across complex, global organizations
- Content management system to manage document libraries
- Experience with FORTUNE 100 companies and executive leadership teams
- Experience writing complex SOPs, process design
- Enterprise content management
- Manage growth and change
- White glove customer service commitment

## NIGP Codes

- 71547** Manuals: Parts, Personnel, Policy, Purchasing, Training, etc. (Not Otherwise Classified)
- 91800** Consulting Services
- 91806** Administrative Consulting
- 91821** Business Consulting
- 91875** Management Consulting
- 91881** Natural Disasters, Fire, Flood, Wind, Quakes, Consulting
- 91882** Scientific and Technical Consulting
- 91883** Organizational Development Consulting
- 91893** Security and Safety Consulting
- 92000** Data Processing, Computer Programming, and Software Services
- 92026** Desktop Publishing Services
- 92075** Technical Writing and Documentation, IT Services
- 95800** Management and Operation Services
- 95868** Support Services, Management
- 95882** Records Management Services, Including Document Management Services and Technology Integration
- 96500** Printing: Preparations, Etching, Photoengraving, Preparation of Mats, Negatives and Plates and Printing Services
- 96530** Desktop Publishing Services
- 96546** Graphic Design Services for Printing

## Company Snapshot

White Deer Group is a women-owned professional technical writing and communications company that helps clients create beautiful and useful content across a wide variety of subjects and platforms.

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**Address:** 1990 Hosea L. Williams Drive NE,  
Atlanta, GA 30317

**Certification:** SBA WOSB

**DUNS Number:** 044691513

**CAGE Code:** 8ESV1

**NAICS Code:** 711510 Independent Artists, Writers,  
and Performers

**Work Area:** National and International

**Website:** [whitedeergroup.com/government](http://whitedeergroup.com/government)

## Notable Projects



**Hyatt Hotels Corporation:** Complete document library for Global Security. Policy, process, and training for incident response. Translation into 23 languages. Localized content. (International)



**Brinker International/Chili's Grill & Bar:** Franchise materials, policies, and procedures; complete forensic file audit and restructure of corporate drives to support franchise systems.



**Amazon:** Policy guide and technical documentation for security programs.



**Facebook, Global Security:** Resiliency program design, documentation, and guidance. Created and documented project management process, document design, and implementation for PMO organization supporting software and hardware installations globally.



**Mattel Inc./American Girl:** Policy, procedure, and process development and document management system. (International)



**Ross Stores:** Emergency response guidance. Design and distribution of printed materials.



**Arbor Company:** Policy and procedure documentation. Created complete management and governance system. Localized policies.



**University of Notre Dame:** Crisis response materials, document management and distribution system.



**Choice Hotels:** Risk evaluation and crisis response presentations.



**Witt O'Brien's:** Business continuity, crisis management, and risk resiliency consulting and documentation. Document management governance systems. (International)

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