

## Case Study NO. 002

# Increasing productivity with a Content Management System

When an international heavy equipment manufacturer found manuals for translation were piling up, they integrated a language management tool. The result? A 40 percent cost savings.



## Background

A heavy equipment manufacturer was exporting products to Europe, Asia and the Middle East. To comply with the language requirements of the countries the manufacturers were importing to, as well as their customers' needs, the company was required to include operator's, training and spare parts manuals, as well as an online help knowledge base in 15 languages to support each product.

In order to be in full compliance, the company needed to translate its materials into the following languages:

- Arabic
- Bulgarian
- Czech
- Chinese-Simplified
- English
- French
- German
- Hebrew
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese-European
- Romanian
- Spanish-European.

## The Challenge

The translation of the product manuals and online knowledge base fell to the Technical Publications team of the company. However, as the translation needs increased, the limitations of their proprietary authoring tools became evident.

Their existing tools forced the writers to do much of the same work twice.

Identical content was being created (and localized) multiple times across these disparate programs and platforms.

Writers spent days resolving formatting issues with each delivery format. Consequently, a huge portion of the translation budget was being spent on desktop publishing.

The team needed a solution that would oust these inefficiencies and provide an environment that tied authoring, translating, localizing, publishing and tracking all to one place.

## The Solution

(ULG) partnered with the Technical Publications team to determine a content management solution that would ease their pain points and deliver long term benefits.

A comprehensive Content Management System (CMS) was quickly implemented and launched in a matter of weeks without requiring an upfront capital expenditure. The new CMS enabled the company to see a 40 percent decrease in translation costs by eliminating the need for outsourced formatting and desktop publishing.

The implementation activities included:

- Migrating legacy content to XML and populating information components into the repository.
- Setting up automated workflows to streamline the editorial, translation and production processes.
- Creating automated style sheets to replicate their existing production standards for print and online help delivery.
- The use of centralized Translation Memories (TMs) and glossaries, which were set up and maintained on the client's behalf by ULG, to improve translation leverage for reduced cost and increased consistency.
- Training and support for end users of the system.



## Results

The rollout of the new system occurred in phases, with conversion of one deliverable at a time to ensure the team members understood the capabilities of the tool. By moving to a single-source publishing system, they immediately saw an improvement on the flexibility and accuracy of the content.

**Increase in employee productivity:** The publications team also achieved a 30 percent jump in productivity by eliminating manual rewriting and reformatting. This allowed the teams to handle a larger workload without increasing headcount.

**Faster time to market:** The efficient processes of the content management environment led to faster time to market for their products.

**Reduced document review time:** By streamlining the workflow and improving the review and annotation of documents by management, the team was able to shorten the approval and release cycle from almost four weeks to less than two weeks.

**Increased customer satisfaction:** The attributes of the CMS saved the technical publications group a lot of time, allowing team members to focus more on developing high-quality content.

**Added consistency:** In addition to reusing components or entire sections of documents authored in English, the corresponding translations were also able to be reused. This not only added consistency, but decreased authoring and translating time, as well as cost.

Contact ULG today to discuss cost-effective solutions for your technical product documentation environment.

- Upped productivity by **30%**
- A **40%** decrease in translation spending
- **150** languages available
- **24/7/365** support from the ULG team



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