This case study was developed with a client of SDL, which is now part of RWS Holdings plc

Atlas Copco delivers on-demand technical documentation to global customers

Solution elements:

Tridion Docs including Collective Spaces

Translation Management

Antenna House Formatter

With the deployment of Tridion® Docs, the Compressor Technique business unit cut costs of production and localization and substantially reduced the risk of customers and service personnel mistakenly ordering the wrong spare parts.

This case study tells the story of how one of the world's leaders in industrial solutions transformed the management of technical information for its Compressor Technique business unit.

Background

Atlas Copco is a world leading provider of industrial productivity solutions, developing and manufacturing industrial tools, compressed air equipment, construction and mining equipment, and assembly systems. The group's global reach crosses 160 markets making the delivery of product information critical in multiple languages to a large number of customers in different segments.

Compressor Technique business unit develops, manufactures and distributes a large variety and types of compressors: oil-free and oil-injected stationary air compressors, portable air compressors, gas and process compressors, turbo expanders, electric power generators, air treatment equipment (such as compressed air dryers, coolers, and filters) and air management systems.

RWS

The challenge of managing global technical information

Before the deployment of Tridion Docs, the Compressor Technique business unit was facing growing challenges of managing the unit's technical information. With more than 500 different options across its compressors and many different brands to manage and keep consistent, the documentation team was finding it increasingly difficult to keep pace with product releases and the growth of content which was increasing by more than 10% annually.

To make matters more complex, the organization had to keep documentation updated for an audience of global customers across more than 20 markets and languages. Particularly complex was the requirement to personalize publications for different customers based on which subset of the 500 options were included in the compressor purchased by that customer. Since each compressor was tailor-made to customers' specifications, that meant the technical publications group was managing 500 possible combinations of technical documentation.

Solution requirements

To address these challenges, the organization needed a solution that would enable the writers to easily share content across publications, handle the large number of conditions and variations, and manage the translation of the changing source content in up to 24 languages.

The documentation group also wanted a solution that would address the challenges of managing its spare parts books. The existing process involved creating the spare parts book manually, with each publication including a range of parts for an entire family of models. This approach to spare parts was both costly and difficult to manage. Even small changes would result in significant repetitive costs in manual production (layout) and in localization (Desktop Publishing). But the greatest risk of the strategy was that service personnel and customers would order the wrong spare parts.

Challenges

- Difficult to share and repurpose content
- High desktop publishing and translation costs
- Content not easily and readily updated
- Managing 500 options and many different brands

Adopting DITA

To limit this risk and drive down the costs of production and localization, Atlas Copco settled on a strategy to move to a topic-based authoring and publishing process with DITA XML. The goal was to author in smaller units of information that could be more easily assembled on the fly based on a set of conditions.

After comparing available options on the market, the organization decided to adopt Tridion Docs. "We needed a way to manage the variations of our content across our different brands and products and deliver the right information to the correct customer," explained Louis De Jaegher, After market Process Development Manager. "We looked in the market and Tridion Docs provided a compelling system that met our requirements and empowered us to achieve our objectives."

Beginning in 2001 as an early adopter of component-based content management, the Compressor Technique unit deployed Tridion Docs. Recently, the organization has successfully migrated from proprietary XML to DITA XML and integrated with Arbortext Editor for authoring, Antenna House for publishing and Translation Management for localization.

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Benefits

- 100% reduction in DTP costs

- 50% increase in efficiency

- 20% reduction in translation costs on a yearly basis

- Increase in customer satisfaction thanks to the delivery of personalized manuals

- Reduced in incorrect orders of spare parts

Results

With Tridion Docs in use, the group has been able to keep content updated and fresh, reduce translation costs by 20%, eliminate desktop publishing costs completely and significantly reduce the time-consuming manual and tedious tasks involved in managing translation.

The Compressor Technique writing team has also been able to change how it manages the spare part books. Moving from a "family-based" to a "model-based" spare parts book methodology has significantly reduced the number of incorrect spare parts ordered. The new approach makes it possible to deliver online documentation on demand. Significant improvements in customer satisfaction have been achieved while reducing costs and making the technical publications group more efficient.

Tridion Docs also allows the company to publish information on demand to its corporate website. Clients, who wish to get their customized manual can enter the serial number of their compressor on the corporate website. Based on that input, Tridion Docs generates the information the customer needs instantly from the latest updated technical information managed by the group.

Solution benefits

- Tridion Docs enabled the writing organization to achieve several of its critical goals:

- Write smaller units of information that can be rapidly repurposed within multiple publications

- Manage the versioning and relationship of topics to publications

- Oversee a large number of conditions and variations

- Publish on the fly so that customers can get the correct, relevant information on-demand

- Reduce the cost of translation beyond that provided by translation memory technologies

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