



Solutions Partner

**PHILIPS**

[www.philips.com](http://www.philips.com)

**Industry:** Healthcare  
Headquarters: Amsterdam,  
Netherlands

**Size:** Sales and services in  
more than 100 countries  
71,000 employees

**Revenue:** €19.5 billion (2020)

**Solution elements:**

Tridion® Docs

Translation management  
software

## Saving translation costs using Tridion Docs

### Philips streamlines documentation processes and saves translation costs using Tridion Docs

Royal Philips of the Netherlands is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. The Image Guided Therapy (IGT) business unit of Philips produces image guided therapy platforms which enable clinicians to easily and confidently perform a wide range of routine and complex cardiovascular procedures, allowing for optimal lab performance and superior patient care.

IGT engaged SDL (now RWS) to assist them with their global content translation requirements regarding their product information. The following summarizes what IGT was looking to accomplish and how RWS assisted them with our products and services.

**Requirements:**

- Increase automation of content management workflow
- Faster turn-around time of product content
- Consistency in output (PDFs)
- Decrease downtime due to publishing and security-related issues
- Leverage current translation management system (SDL TMS)
- Increase translation capacity
- Expansion to other areas of IGT

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**“With Tridion Docs in place, we can look to the future, to re-using content for educational purposes.”**

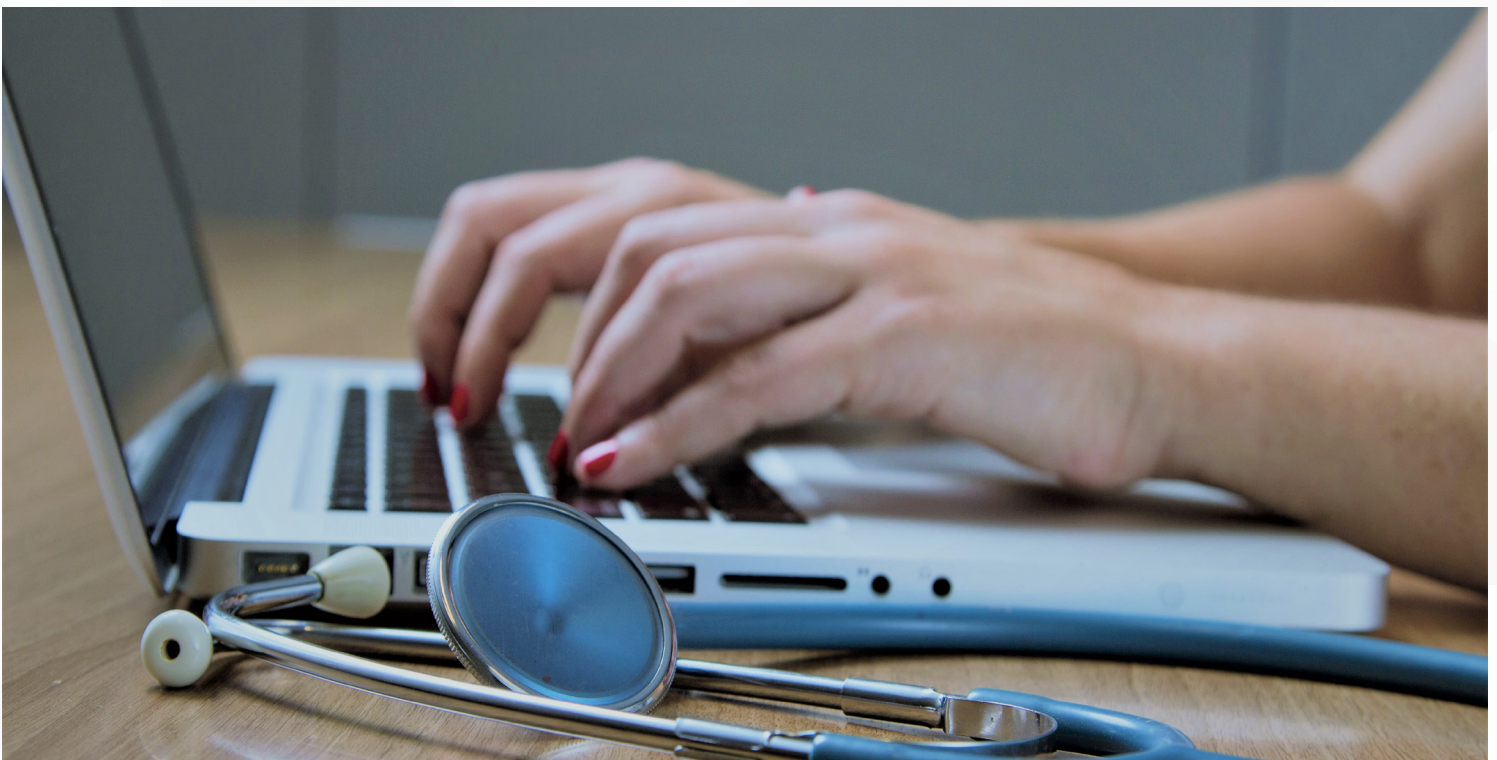
**Stef Mestrom**  
Project Manager  
Image Guided Therapy  
Philips

### Challenges:

- Expand number of products translated without additional employee resource
- No direct connection between existing content management system (CMS) and TMS

### Process:

- Discussed organization requirements
- Our professional services team introduced Tridion Docs
- Configured tool for greater integration
- Defined, implemented and tested stylesheets
- Migrated data from old system to Tridion Docs
- Tested functionality
- Rolled out to appropriate groups



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### Results:

- Ability to create and translate Instruction for Use by an automated content management workflow
- Ability to translate into 35 languages with the ability to increase number of languages
- Retained the same number of tech writers and translation managers
- Rolled out also for IGT unit in India eliminated desktop publishing costs, saving translation costs
- Ability to customize and create on-brand output (PDFs)
- Ability to quickly make changes via direct access to tools
- Tight integration with existing TMS
- Tech writers report a high satisfaction rate
- Quicker and easier feedback
- Stable and reliable system

## Discover more of our customer stories:

[rws.com/customers](https://www.rws.com/customers)

### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](https://www.rws.com)

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