

# Solutions for product development and technical documentation teams

## Table of contents

Product development challenges .....	5
The three pillars of product success .....	7
Efficiency .....	8
Quality .....	10
Effectiveness .....	12
Putting the pieces together for global success .....	14





**53% of global respondents use technical product information to learn more about a product prior to purchase.**

RWS Survey

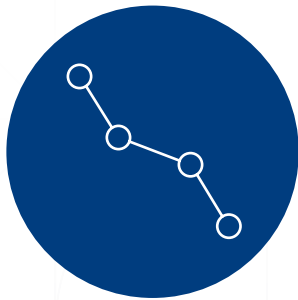


# Scale globally

# Launch locally

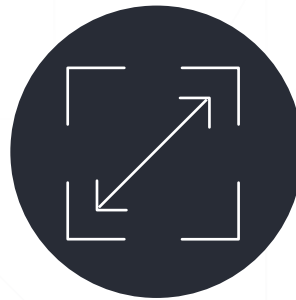
## Product development challenges

With increasingly short development cycles and global delivery challenges, today's product development organizations are under pressure to mature their content processes and delivery.



### Short product lifecycles

Product development is under increased pressure to launch new products in shorter cycles, to reduce costs, to improve quality and to support customers post-sales.



### Scalability

To keep pace with global competitors, product launches now need to include best practices and technology that scales to support simultaneous global roll-outs.



### Multilingual support

Multilingual customers need translated support documentation, localized user interfaces and fully-tested localized products.

# Product development challenges



## DTP bottlenecks

Documentation desktop publishing (DTP) often occurs at the end of the development cycle, delaying time-to-market. Repeated reviews and last minute content changes only serve to further slow things down.



## Product information across channels

Printed content and PDFs are no longer sufficient. Today's user expects to easily find and search content online. This includes knowledge systems for your employees, on your website, on partner and dealer portals, inside your physical products and as part of customer support sites.



## Internationalization testing

Delivering products to global marketplaces involves more than just translating interfaces and documentation. Internationalized software and products require testing to ensure that the translations are accurate and consistent, and that the product supports user expectations.

## The product challenge

- Reduced time to market
- Shortened development cycles
- Inability to scale as demand grows
- Multilingual publishing
- Online and offline delivery
- Incomplete internationalization product testing
- Review and DTP bottlenecks

## The three pillars of product success

### Efficiency



Quickly build, manage, scale and evolve to meet market needs:

- Simplify processes
- Align resources, processes and technology
- Reduce costs and shorten time-to-market

### Quality



Provide customers with products and experiences that meet their needs:

- Test internationalized products
- Provide multilingual documentation
- Ensure relevance and engagement

### Effectiveness



Transform the content supply chain for products and documentation:

- Adopt structured content
- Use AI-driven quality improvements and post-editing for machine translated product information
- Gain translation cost savings



## Efficiency

### A need for speed

Your product launch encompasses many elements that must be project managed and delivered: testing, documentation and localization. Multilingual product rollouts can help you achieve a competitive advantage in global markets.

However, fragmented technology solutions and disjointed processes often hold back global strategy optimization and affect the efficiency of content creation, reviews, translations and testing.

Inefficient processes involving annotated PDFs, multiple tracking spreadsheets, email distribution, ad-hoc and decentralized translation processes, and manual desktop publishing tasks are all too common.

**There is a better way.** With the right tools you can deliver your products faster and easier. Your product documentation can be more engaging and available in multiple languages, all without hiring more people or spending extra time. Even a small increase in efficiency of the product development cycle has a dramatic impact on time-to-market and revenue.

### The RWS solution: become a centre of excellence

#### Content management and structured authoring

Our DITA-based structured content management solution and range of connectors make content creation an integral part of both waterfall-style and agile development processes.

Combined with integrated translation tools you can implement an effective global content operating model to meet your broader business goals.

#### Meet the efficiency challenge

- Cover more markets
- Meet the demands of shorter product lifecycles
- Integrate systems for faster processes
- Work across organizational silos
- Modularize content for better reuse, eliminating duplication
- Ensure translation process efficiency





**The dynamic publishing component of Tridion is crucial for us. It gives us a lot of flexibility and more opportunity to split up how we're delivering content and what we're delivering to where.**

**Jonathan Chandler**

Technical Communications  
Group Supervisor, Intralox





# Quality

## High-quality customer experiences

Customers drive your business success, but what makes them come back year after year? A high-quality product and an engaging user experience.

Improved content quality gives your customers a better experience, but requires greater attention to detail. Simply building a user interface and shipping a product manual is not enough. You need to make sure your product can do what you say it can, in every market.

As your product line grows and your markets expand globally, you need to be able to scale both the documentation lifecycle (create, translate and deliver) and how you test localized product versions.

A single incorrect translation of a string in your resources can undo months of launch preparations. And if your voice recognition software can't understand certain accents or dialects, your product will be unusable for these target buyers.

**There is a better way.** By modernizing software and hardware testing, implementing the right tooling for software translation and quality assurance (QA), integrating review cycles into the content creation process, and adopting structured authoring, you avoid costly last-minute delays.

## Meet the quality challenge

- Deliver high and consistent quality across markets
- Ensure translated content meets local market needs
- Ship fully-tested localized products without delays
- Apply best practices for software and product documentation localization
- Optimize review processes



# Quality

## The RWS solution: from conception to connection

### Content management and structured authoring

Our structured content management solution helps you deliver the high-quality, personal, in-depth product information your customers are looking for at any stage of the customer journey – from purchase research to after-sales support.

Collaborative review functionality enables your reviewers to comment and provide feedback on source content directly. The author can immediately incorporate this feedback with no need for multiple emails, annotated PDFs or other inefficient processes.

In addition, the solution enables you to deliver your content in multiple outputs including websites, online manuals, in-product help and traditional PDFs from a single source.

### Software translation

A translation test plan ensures that translated software runs seamlessly in new markets and languages.

Our software localization solution process provides an easy-to-use visual environment and agile-friendly project management workflows – enabling you to manage your software localization and translations in parallel with programming and QA sprints.

### Testing

At RWS, we specialize in localization testing – including functional, linguistic and international testing. Testing ensures that your products will work as intended in any given market. We test all localized software on native operating systems and platforms, which eliminates the risk of missed issues related to the environment where the software is installed.



## Effectiveness

### A modern approach to content

Many technical content groups continue to struggle with out-of-date documentation technology, which affects processes, time-to-market, version control and global product launches.

Antiquated and often unstructured content processes include stand-alone DTP systems, limited version control and file-based content 'management'. These tools require extensive manual process tracking, considerable DTP for localized content and little automation for digital content delivery.

**There is a better way.** Development organizations are increasingly adopting new approaches to documentation and product content through best practices, processes and technology:

- DITA-based structured content management
- Standardized workflows, content reuse, baselines and automated content formatting
- Integrated management of translations and multilingual content
- Collaborative review interfaces that enable subject matter experts to directly provide feedback to the author

### Meet the effectiveness challenge

- Introduce a centralized structured content management approach
- Standardize workflow processes and version management
- Maximize content reuse
- Eliminate DTP costs
- Reduce translation costs
- Improve translation efficiency
- Automate publishing to multiple channels and formats



## Effectiveness

The RWS solution:  
keep pace through transformation

### Structured content management

Our solution's structured content foundation allows you to easily author, reuse and deliver multilingual content to any digital or traditional channel with:

- AI-assisted topic-based authoring
- Version and topic-relationship management
- Taxonomy support
- Flexible content assembly and DTP automation
- Integrated translation management

### Translation services

RWS provides translation services that scale to meet your needs. Our in-country linguists provide local language, culture and subject matter expertise. We enhance our human translation offering with post-edited machine translation services for high-volume or standardized text.

### Translation management technology

Our solutions enable you to automate workflows and approval processes: manage routing, storage and communication and apply translation best practices across your organization. The solution also provides translation memory and terminology management to ensure translation consistency and to substantially reduce costs.

# Putting the pieces together for global success

A successful streamlined product development cycle needs tools and methodologies that were designed to work together. RWS delivers the technology and services you need to revolutionize your ways of working.

## Technology

**Structured content management.** Store, organize, manage, review, edit and approve structured content in any language, for easy reuse, sharing and dynamic filtering.



**Collaborative review.** Improve content quality through integrated review processes, enabling subject matter experts to easily provide feedback.



**Translation management.** With fully integrated translation management, you ensure consistent and faster results using translation memory, terminology databases, translation reuse and machine translation engines, tuned to your industry and business.



**Dynamic experience delivery.** Distribute your documentation both in traditional output formats and to any digital touchpoint, using our API-first headless delivery technology.



**Machine translation.** Perform instant translations and scale your processes across large volumes of content in any language and format to better engage with customers at lower cost.

## Why RWS?

Better results and lower costs across products, markets and channels through:

- A centralized AI-driven platform that combines digital content and translation management
- Advanced versioning and publication management
- Maximized content reuse across touchpoints
- Elimination of slow and cumbersome DTP processes
- Integrated translation and collaborative review
- Machine translation and optimized translation workflows
- Online content delivery to any digital touchpoint

# Putting the pieces together for global success

## Services



**Translation services.** Scale content translation beyond in-house staff limitations to support peak periods. Our professional translators contribute essential linguistic, cultural and subject matter expertise to transform your content, so you can meet your global aspirations.



**Testing services.** Test functionality and baseline user interfaces to ensure appropriate space for language expansion after translation. Provide linguistic, functional and internationalization testing, all to ensure that your product – from the user interface (UI) to the software functions to the manual – works as planned.



**Human-reviewed machine translations (post-edited machine translations).** Improve the quality of machine translation output through cost-effective human post-editing. This allows you to benefit from the increased efficiency of machine translation while ensuring a high-quality output.



**Training.** Provide your content creators with the training they need to effectively apply a structured content approach and to write content for translation.

Our structured content management, combined with translation technology and services, gives you control over your global content lifecycle.

Solutions for product development and technical documentation teams

## RWS solutions for product development

**Tridion® Docs** – Create, manage and deliver high-quality structured content for DITA-based technical documentation and self-service support, both offline and online. As part of the Tridion suite, you can blend this information with content managed in Tridion Sites for an end-to-end digital customer experience.

**Trados®** – Streamline, centralize, and optimize your localization processes with our secure, AI-driven translation platform. Trados delivers an end-to-end solution for everyone involved in translation, with features including built-in connectors, a customizable workflow editor, and a professional editing environment.

**RWS Language Services** – Access quality language services at scale, including translation, testing, localized media production and consulting.

**RWS Localization Testing** – Access localization testing services which include functional, linguistic and internationalization testing.

**Language Weaver®** – Enterprise-grade AI-powered machine translation that is secure by design, infinitely adaptive and fully scalable.

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

### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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)

© 2024 All rights reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group\*.

\*RWS Group shall mean RWS Holdings plc for and on behalf of its affiliates and subsidiaries.