

COMMScope®

CommScope establishes a single content management system for all its technical publications teams

www.commscope.com

Company
CommScope

Founded
1976

Division
Technical Publications

Headquarters
Hickory, North Carolina, US

Employees
30,000+

Annual revenue
\$8.59bn

Industry
Communications Technology

Global installation partners
10,000

Global patents
15,000+

Global users of Tridion Docs
50+

Over the years, CommScope acquired many companies, and as a result had a huge array of systems that it used for its technical publications. It needed a single enterprise content management system (CMS) that would enable its technical publications teams across the organization to collaborate more easily and work more efficiently.

About CommScope

CommScope's vision is to build the network of the future.

It designs, manufactures, installs and supports the hardware infrastructure and software intelligence that enables our digital society to interact. Working with customers, it advances broadband, enterprise and wireless networks to power progress and create lasting connections.

The technical publications teams play a vital role in this mission – creating, managing and delivering the content that allows customers to get the most out of their products, field technicians to provide fast and effective installations and support, and service managers to deliver training at the point of need.

Solution

Tridion® Docs

“Having so many different systems in use was never going to work for us. We knew that from an efficiency and cost-savings standpoint, consolidating into a single CCMS solution was the right thing to do.”

Ryan Shubert

Technical Publications Manager
RUCKUS Networks, CommScope

Multiple teams, multiple systems, multiple issues

CommScope is a company of acquisitions. In 2019, CommScope acquired ARRIS, a telecommunications equipment provider, which had previously acquired RUCKUS Wireless, a network equipment provider. This led to it having multiple technical publications teams, each using their own distinct tools and processes for managing product documentation. As a result, CommScope faced a situation in which different systems were in use – multiplying the costs of content management and causing wasted effort due to a lack of synchronicity across the teams.

Ryan Shubert, Technical Publications Manager for the RUCKUS Networks team, was acutely aware of the problems this caused and that a quick resolution was needed to stop the proliferation of systems. CommScope’s technical publications teams came together as stakeholders to collaborate on a solution.

The key stakeholders knew that by bringing all the teams together with a ‘single-source solution’ collaboration would become easier, visibility of all technical publications projects would increase, and the overall management of branded content would be improved.

With the goal of streamlining and modernizing its content management, CommScope began to explore its key requirements for an enterprise component content management system (CCMS).



Key requirements

With a broad portfolio and an ever-growing catalogue of products, each with multiple versions in a released state, it was imperative that whichever system CommScope chose, it would scale alongside the business and cause as little disruption as possible.

1. Centralized system

CommScope has hundreds of documents being created, updated and distributed on a monthly basis across all its technical publications teams. Because of this, CommScope also needed to ensure that the new system offered a complete end-to-end solution for the entire content management lifecycle. The organization narrowed the criteria down to what was essential for its long-term success and goals and this formed the basis for its vendor selection.

2. Version control

A core requirement for the new system was strong release management and version control. CommScope's technical publications teams are dispersed around the globe, and it was a considerable challenge to keep track of different versions of documents, while also collaborating on new documents for the latest releases.

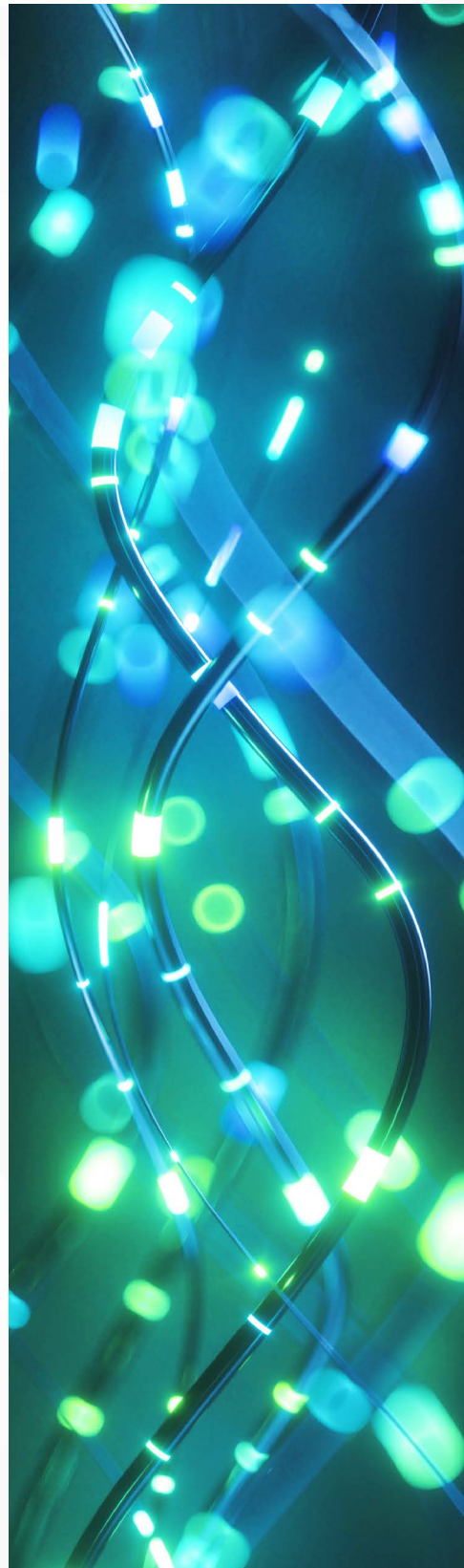
3. Guaranteed performance

CommScope also required a system that could be hosted by the vendor and wanted to ensure that the performance and speed of their chosen CCMS would meet its high standards.

4. Respected

In addition, CommScope was keen to implement a system that had a tried and tested solution within the technical publications community – one that was respected and highly regarded by its peers.

Of course, this came with its own set of challenges – namely how to choose the best enterprise CCMS solution that satisfied all stakeholders. As with any merger or acquisition, difficulties can arise when trying to impose changes that disrupt the status quo. Resistance to change and a reluctance to relearn how to do things on new systems can present stumbling blocks that are difficult to overcome. Aside from cost, Ryan knew that his biggest challenge was going to be convincing the other technical publications teams that his preferred system was the best one. Being able to demonstrate the value of the system quickly became a top priority.



Results

- Roll out within a month
- 60% saving in hosting costs
- 20% content reuse per quarter

The perfect fit

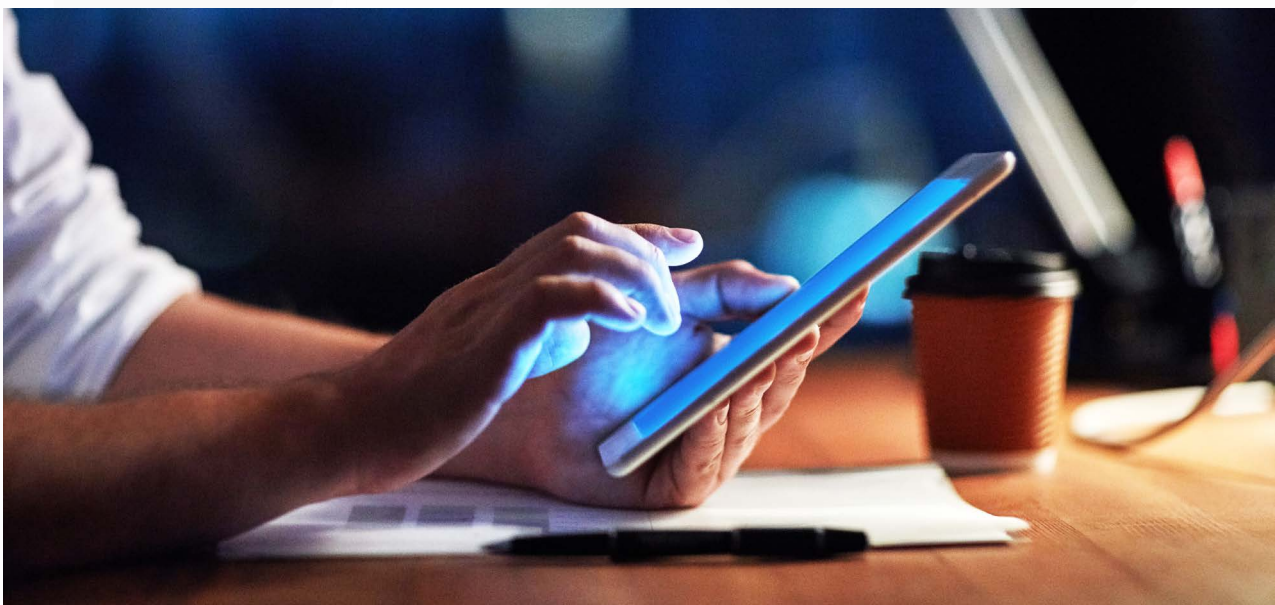
For Ryan and his team, their top choice was Tridion Docs. Prior to acquisition, his RUCKUS team had used Tridion Docs, and were very familiar with structured content and understood the nuances of how content was created and managed. This knowledge and experience turned out to be crucial in demonstrating its value and building confidence in the product and solutions for other CommScope technical publications teams.

During the evaluation process, CommScope found that Tridion Docs was the most intuitive and easy-to-use system for its employees. This is important – not all users of Tridion Docs at CommScope are technical writers. Through the Collective Spaces interface, non-technical writers, such as marketing personnel, can edit source content in an intuitive user interface (UI) familiar to them. This creates a more streamlined working relationship between different teams and helps establish a 'single source of truth' for all technical documentation.

“Since marketing doesn’t need to ask us to make changes for them, they have more control over high-level content that really doesn’t need any experience in DITA or XML to produce. All we need to do is give them a link for access, they make their changes, and we publish it for them. It’s a much more efficient way of working.”

Ryan Shubert

Technical Publications Manager, RUCKUS Networks, CommScope



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CommScope also found that Tridion Docs provided the most comprehensive control of different versions of content through its unique Baselining feature. With Baselines and globally unique identifiers (GUIDs), Tridion Docs makes it easy to manage complex versioning and revision scenarios of any publication without impacting ongoing work or duplicating content. To any organization where the accuracy and relevancy of information is important, Baselining offers significant productivity gains.

Baselines

Tridion Docs' Baselining technology simplifies the way companies manage business-critical content.

Baselining provides an easy way to assemble publications of any size out of a larger set of content components. The individual component versions are reused and combined into new baselines. This allows management of multiple baseline versions – essential in supporting product variations and agile development.

You can see a full version history of published information, make updates to it, and republish, without affecting other published versions. This prevents content from becoming stale or out-of-sync across digital properties.

Hosting capabilities were also a key requirement for CommScope. In selecting Tridion Docs as its enterprise CCMS, CommScope was able to consolidate technical publishing into a single source – saving 60% in hosting costs for the RUCKUS technical publications team, as hosting costs were now shared across all the CommScope technical publications teams. This is a significant win for CommScope as it is no longer paying for costs across separate teams.

However, cost efficiency was only one of the advantages of choosing Tridion Docs.

Because Ryan's RUCKUS team were already experienced users of the system, they already had libraries of content, more diverse use cases and document types, and an internal knowledge base of material that could be utilized by all the other technical publications teams. A hands-on workshop, enabling all users to familiarize themselves with the system, proved to be extremely valuable. When the time came to roll out Tridion Docs across all the teams, everyone was fully equipped with the right tools and knowledge to get started right away.

As Ryan explains:

"We were able to demonstrate how Tridion Docs had helped us to reach a much more advanced state, and this gave us the edge we needed to prove to stakeholders that this system was the one we wanted to build our enterprise solution upon.

We could also use our own training content, which brought confidence in us because our experience in using Tridion Docs meant we could help get the other teams up to speed quickly.

This, combined with the help we received from RWS Professional Services, put us in a really strong position to demonstrate the value. This was especially true during the Tridion Docs Best Practices Workshop where new best practices were discovered, tested and discussed."

Once the decision was made, implementation and deployment were completed in one month. Assistance was provided by a third-party vendor, Number 9 Solutions, who assisted in the migration from the old systems to Tridion Docs.

CommScope establishes a single CMS for all its technical publications teams

Next steps

Now that CommScope has established a single content management system for all its technical publications teams, efforts have turned towards how it can further enhance its content strategy and experience everything Tridion Docs can offer.

CommScope's products may all come under different brands, but now that all its technical publications teams are working in the same CCMS, the plan is to adopt a unified content model and standardized style sheet. This way product content can retain its distinctive branding while remaining consistent to a single style guide. Technical writers can also share materials more easily once all teams adopt a common way of working.

CommScope is also looking into using the Tridion Docs Taxonomy Space to centrally manage its taxonomy and integrate it across the entire enterprise. This will enable the use of rich metadata to drive personalization, provide better search results, and show relationships between pieces of content.

Lastly, CommScope is exploring new ways to enhance the documentation experience by going beyond traditional print and PDF files, to deliver content in more dynamic, mobile-accessible ways. This also opens opportunities to enhance field service experiences for both customers and technicians – enabling augmented and virtual reality use cases, voice and hands-free technology, and chatbots for advanced self-service.

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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 unique combination of technology and cultural 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.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations 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).

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