Informatica improves time to global markets with Tridion Docs

Solution elements:

Tridion® Docs

Translation management technology

Antenna House Formatter

Informatica Corporation successfully transitioned from a traditional, book-based writing methodology to a faster, more efficient process using DITA, the XML standard for technical documentation and Tridion Docs.

With the goal of improving time to global markets and efficiency in localization, Informatica adopted a structured authoring and publishing process to manage the complete content lifecycle for documentation in four key languages. In just seven months the company achieved a measurable ROI and successfully reduced the time it takes to release product documentation to market.

Background

Informatica Corporation is a pioneer in enterprise data integration technology. The company's software enables organizations to gain a competitive advantage in today's global information economy by empowering them to access, integrate and rely on their information assets. Use of Informatica's solutions span every industry, including energy and utilities, manufacturing, financial services, government and public sectors, healthcare, telecommunications, transportation, life sciences and insurance.

Across every industry, Informatica's customers are constantly affected by ongoing changes in regulations, privatization and consolidation. Since the need to produce massive volumes of data never ends, global companies find it difficult to tackle the unique challenges of managing data assets that are constantly changing. Informatica's customers need to comply with growing government regulations and respond quicker to dynamic market changes. As a company highly praised for its commitment to meeting customer needs and following on the heels of unprecedented growth, one of Informatica's top priorities was to accelerate the delivery of products to its global customers.

> **"Having the solid backing of a company like RWS empowered us to accomplish a mammoth and potentially disastrous migration from the old way of doing business to a method that is so much more strategic and efficient. The RWS team consistently supported our learning curve and made all the difference in this very successful project."**
>
> **Robin Rielley**
> Senior Director of
> Documentation
> Informatica Corporation

Defining a vision and solution

To complete a thorough needs assessment, Informatica's documentation team completed an evaluation of its traditional book-based documentation and localization processes. The team determined that desktop publishing costs and translation times were impacting the company's ability to quickly and accurately deliver the huge volumes of product documentation and help desk systems that customers required. The process – involving writing highly technical content, publishing it in various formats and translating it into some of the world's most complex written languages – had become cumbersome and frustrating, adversely affecting budgeting and slowing time to market. The current process was in danger of undermining the company's focus on growing revenue from new markets because of the team's challenge in meeting the necessary deadlines.

According to Martin Levy, Informatica's Director of R&D Globalization, the team was looking to remove desktop publishing from the localization process altogether, as well as adopt a process that could support simultaneously shipping ("SimShip") of product and documentation in English and additional languages. Levy and Robin Rielley, Informatica's Senior Director of Documentation, set a goal of streamlining the complete content lifecycle for documentation in multiple languages to achieve this goal.

Levy says, "We are already seeing indications that Tridion Docs will pay for itself. By eliminating all of the desktop publishing, we are saving nearly $6 per page – a significant savings when you're looking at 10,000 plus pages per language. At the same time, we have greatly improved the time it takes to deliver products to market, which should help to increase our overall revenue opportunities."

Informatica had already been using RWS translation management technology and wanted to expand on the efficiencies achieved with that system by extending upstream into the authoring and content development process.

After surveying best practice trends, Levy and Rielley determined that they could achieve their goals by moving to a structured authoring and publishing process using DITA, the XML standard for technical communication. The team identified its key goals to be reducing costs and dramatically improving the time it would take to bring products to global markets. They concluded that DITA would facilitate content reuse, reduce translation costs and make SimShip possible across multiple languages. After evaluating solutions from a number of vendors, the team chose Tridion Docs to streamline the process and reduce the costs associated with preparing technical documentation for Informatica's global customers.

"The biggest benefit to date of using DITA and Tridion Docs is a total elimination of desktop publishing costs. As a result, we have literally wiped out $40,000 to $50,000 per project every time we publish. In addition, because we are publishing in-house, we are in complete control of the process, further increasing our efficiency."

Martin Levy
Director of R&D
Globalization
Informatica Corporation

With a project underway to introduce products in Brazil, Levy and Rielley were looking at not only making the move to structured content, but also the daunting task of producing 10,000 pages in English and Portuguese in less than seven months. In the past, production in English had been followed in six to nine months by an additional language. Now, for the first time, because of Tridion Docs, Informatica was able to accomplish a simultaneous shipment in Portuguese and English – a tremendous achievement. This first SimShip project produced about 70 different document sets including user and utilities manuals, reference, installation, platform and workflow guides and many others.

The benefits achieved with Tridion Docs extend those already achieved with our translation management technology which manages the translation process and centralizes Informatica's translation assets. With RWS's comprehensive, integrated product line and strong technical support, Rielley said her team has worked through a few roadblocks brought on by the migration to structured content. Next on her agenda is a plan to publish 10,000 pages and achieve SimShip in English and Japanese.

Informatica improves time to global markets with Tridion Docs

Challenges

- Respond to global markets faster to boost revenue

- Shorten time to market of complex product information

- Migrate to DITA to ease multilingual document lifecycle complications

- Meet demands of shorter development cycles

- Re-purpose content in different languages

- Replace outdated publishing technologies

Benefits

- Faster time to market for global products

- Enterprise-wide consistency and improved customer experience

- Improved the reuse of content across multiple product lines

- Reduced global translation costs

- Achieved SimShip of product documentation in multiple languages

- Improved quality and consistency of translation management in a multilingual environment

Discover more of our customer stories:

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**