



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



Meyn fast-tracks its user documentation process

www.meyn.com

Headquarters: Amsterdam, the Netherlands

Size: Nearly 1,000 employees worldwide

Founded: 1959

Solution elements:

Tridion® Docs

Antenna House Formatter

Meyn, a leading original equipment manufacturer (OEM) for the poultry industry, was facing a major challenge with its documentation process. The system for updating user manuals for its entire portfolio was outdated, resulting in internal inefficiencies and inaccurate content.

With new EU legislation setting a high standard for product documentation, Meyn called on RWS to help streamline its entire documentation lifecycle, bringing it into the twenty-first century.

Founded in 1959, Meyn Food Processing Technology B.V. has established itself as a leading provider of equipment and systems used in poultry processing around the world. To support its global customers based in over 100 countries, Meyn creates and publishes a range of user manuals and related documentation. These contain information related to safety, operation, maintenance, troubleshooting, installation and transportation. Though Meyn serves customers around the world, it must satisfy EU legislation which dictates the standards of information required.

Customer dissatisfaction speaks volumes

To date, Meyn had relied on a documentation process defined during the 1990s. Writers created and updated manuals, often without first-hand knowledge of the equipment and systems being covered. A variety of Microsoft Office and Adobe applications were used along with an inflexible document processor to create, update and publish these manuals. This approach led to inconsistencies and inaccuracies in documentation and delays in delivering publications causing customers to complain.

According to Tom den Hertog, Manager of Meyn's Documentation department, such situations created chaos in his department as writers tried to address these customer satisfaction issues along with a backlog of other documentation projects. This, combined with need to comply with EU legislation, led Meyn to look for a purpose-built solution to completely redefine its manuals.

Challenges:

- Strict requirements of new EU legislation
- Outdated documentation
- Errors, inconsistencies and time inefficiencies
- Poor customer experience

“Tridion Docs has already empowered us to dramatically improve the consistency, accuracy and uniformity of our documentation. The next phase is using it for a self-service publishing model.”

Tom den Hertog,
Manager
Documentation
Department

Choosing a trustworthy partner

The company considered three potential solutions, including HyperDock, Author-it and Tridion Docs. RWS stood out because of its people, approach and the fact that RWS develops and maintains its own technology. “One of the vendors did not supply the out-of-the-box functionalities that were included in the RWS suite. Others missed the ‘click’ that users are subconsciously looking for. We felt that RWS truly approached us as a partner,” says den Hertog.

Boosting content reuse and consistency

Tridion Docs provides the major capabilities Meyn needed to satisfy customer expectations. Support for processes like Darwin Information Typing Architecture (DITA) and Simplified Technical English (STE) ensure Tridion Docs fits seamlessly into Meyn's established processes. Wikistyle collaboration makes it easy for writers and subject matter experts to create, contribute, review and edit structured content. As a result, the company can be confident in the accuracy of the information in its manuals.

Because Tridion Docs supports a data- rather than file-based process – and stores, organizes and manages all structured content in any language – Meyn's documentation department can achieve new levels of speed, quality and consistency.

Writers can easily work with specific sections of a manual instead of the entire document, meaning they can more easily reuse content and focus their efforts. In fact, Meyn expects to reuse up to 25% of its content, allowing it to reduce its translation costs by 30-50% through automated publishing and by not translating the same content over and over again. Plus, writers can readily comply with the EU legislation, avoiding legal issues. All of this reduces writers' reliance on subject matter experts and technical teams.



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Results:

- Improved consistency and accuracy of documentation
- Increased customer satisfaction
- Reduced reliance on subject matter experts
- Expects to reuse up to 25% of its content
- Aims to reduce translation costs 30-50%
- Satisfies compliance with EU legislation for documentation
- Meets the needs of numerous departments
- Empowered to offer customers a self-service publishing model

Empowering company-wide content reuse and customer self-service

Within a few months of deploying Tridion Docs, den Hertog's department had produced a prototype user manual for review by the executive team. The department is now set up to move forward with rewriting all of its content.

Meanwhile, the sales team is also exploring the potential of the solution to process quotes and other sales-related text. Den Hertog also expects the training and marketing departments to take advantage of the solution. This will further increase content reuse and uniformity across the company.

Looking ahead, Meyn wants to empower its customers to publish their own manuals on demand. This will be possible using the dynamic delivery capability of Tridion Docs, allowing customers to create a custom, interactive manual tailored to their needs and delivered to any device.

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

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