Tridion Docs supports Microchip to cut technical datasheet creation time by up to 70%

![Microchip logo]

www.microchip.com

Microchip Technology Inc. is a global semi-conductor manufacturer with a comprehensive portfolio of microcontrollers, mixed-signal and analogue and Flash-IP solutions.

Industry
Semiconductors and embedded control solutions

Established
1989

Headquarters
Chandler, Arizona, USA

Operating in
100+ countries globally

Size
22,000 employees (2024)

Microchip Technology Inc. develops embedded control solutions that support a range of customers in the automotive, aerospace, communications and defence industries.

With a vast product portfolio and teams based worldwide, Microchip required a new approach to optimizing document creation and management, while maintaining technical accuracy and accessibility for a wide audience.

As a trusted Tridion Docs partner for over 10 years, Microchip and RWS have worked closely as Microchip's needs have evolved, including their transition to modern, structured content frameworks. RWS and Microchip regularly collaborate to identify operational efficiencies, improve content reuse and ensure that each product update or variation can be easily created to provide a positive customer experience.

Solution elements

Tridion Docs

![RWS logo]

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Key Metrics

- Up to 50% content reuse in user guides

- 33-60% content reuse in datasheets

- Custom publication generator reduces project start time from 15-20 minutes to 2-5 minutes

- 1,200 internal users 100 global locations

- 70% faster to create datasheets

- Content reviews are faster and document quality is better

- 24,400 versions of technical documents

Laying the groundwork for operational efficiencies

Managing a diverse product lineup that spans many use cases, Microchip faced the challenge of streamlining its technical documentation to support both its internal teams and global clients. The cycles to produce and review thousands of application notes, user guides and data sheets to ensure a high degree of technical accuracy were steadily becoming longer. A consistent way to create content that could be reviewed, approved and easily repurposed was needed to bring timelines back under control.

The company's journey toward a streamlined documentation solution marked a significant shift aimed at two objectives: improving internal operational efficiencies and enriching the customer experience. This transformation laid the groundwork for a solution to support Microchip's complex and growing content needs.

Microchip recognized that to keep up with its portfolio of over 24,000 publications and ensure technical correctness at scale, its tools would need to evolve. Initially met with some reluctance due to the team's long familiarity with FrameMaker, Tridion Docs quickly proved its worth, gaining strong adoption and becoming integral to Microchip's process.

Tailoring Tridion Docs to meet global content needs

At first, the focus was on replacing FrameMaker and implementing a structured content management system to streamline content creation, management and reuse. Tridion Docs offered Microchip a unified platform, ensuring that all teams could write content once, review it once and reuse it multiple times.

"We already worked with RWS so we knew we could trust them," says Morten Haaker, Senior Manager Business Systems at Microchip. "We recognized that Tridion Docs required a new skillset, which would take time to develop, so we worked with RWS's Professional Services team on implementation and training, which helped make the transition a good experience."

Morten believes that Microchip sees the best results when everyone is using the same system and advocated for enterprise-wide adoption of Tridion Docs. Currently over 1,200 engineers, technical writers and subject-matter experts across multiple departments and business units use Tridion, which helps streamline content review cycles, version control and content reuse.

> **"After adopting Tridion Docs, we've seen a transformation in how our teams approach documentation. Moving from FrameMaker to Tridion has not only streamlined our workflows but also significantly enhanced content consistency across our global operations. What once seemed a challenging shift has now become indispensable to our process, enabling our teams to produce accurate, reusable content with ease."**
>
> **Morten Haaker**
> Senior Manager of Business Systems
> Microchip Technology, Inc.

A publication generator to accelerate project launch

As Microchip's experience with Tridion Docs grew, new ways were found to enhance efficiencies. One of these is the publication generator, a tool developed by Microchip that works with Tridion Docs.

Before, Microchip's teams had to follow a series of repetitive manual steps to set up new projects. Now, the publication generator easily and quickly collects all required information, reducing new project set up time by almost 80%.

"It's not so much about the time, it's about the frustration engineers feel when they have to do repetitive manual work," Morten says. "Having the publication generator is about increasing team happiness."

Easily converting XML to DITA XML

Microchip is an engineering-driven business, and engineers are required to use many XML-based tools. Morten's team integrated XML tools with Tridion Docs to increase the accuracy of conversion from XML to DITA XML. The converted file is quickly imported into Tridion, which makes work faster and easier.

Enhancing the customer experience with in-context help

Customers must locate the right datasheet to understand what a product can do. With Microchip's extensive product catalogue, finding the right one among thousands can be time-consuming. Microchip now offers its customers a no-cost integrated development environment utilizing structured content from Tridion Docs. Customers can quickly enter parameter requirements when they are writing code for their products to see a list of suggested Microchip products.

Context sensitive help offers customers a faster option. When content updates are available, customers receive a notification. They can search within this help using exact keywords to find the needed information. However, for industries where confidentiality is a concern, Microchip packages the online help as a stand-alone application, allowing customers to search safely behind their secure firewalls.

"Extensions like these are about using the content that comes out of Tridion to help our customers save time and increase the quality of the information they receive," says Morten.

Taming content variations with reuse

Reuse is built into DITA, but content still must be reviewed for technical accuracy before it can be used. With a "write once, review once" strategy, Microchip controls the number of reviews. Single source, conditions and variables help Microchip produce multiple outputs of documents, although the level of reuse depends on the product type and how it will be used.

Tridion's content reuse capabilities have proven especially beneficial to Microchip, with user guides achieving approximately 50% content reuse and datasheets ranging from 33% to 60%. Morten estimates that datasheets take up to 70% less time and developing new product derivatives are even more efficient.

"We cannot use content if it hasn't been reviewed, so minimizing the number of reviews is important to our productivity," Morten says. "We have examples where we achieve 90% reuse, which equates to a 90% time savings for our teams."

Easy and efficient daily training for 1,200 users

With offices in 100 locations and over 1,200 people using Tridion Docs, Microchip needs an efficient and effective way to conduct on-going training. Morten's team solves this challenge by creating a collection of short one- to three-minute daily training videos on various topics.

The how-to videos focus on a specific topic and take about 15-30 minutes to complete. By providing training in small amounts, Morten has found it's easier for the team to keep up with training. The videos are organized in a library and can be referenced when questions come up.

> **"Transitioning from FrameMaker to Tridion Docs has transformed our documentation process. Tridion's content reuse capabilities allow us to work far more efficiently, reviewing topics only once and ensuring a unified voice across all documents. Document quality has also improved significantly, and I can now complete reviews up to 10 times faster. Tridion Docs has not only saved us time but also elevated the quality of our work."**
>
> **Per Arne Bakken**
> Principal Technical Writer and Editor, Microchip Technology, Inc.

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Accurate technical documentation for a growing product line

Microchip's technical documentation process has been transformed over the 10 years it has been using Tridion Docs. Tridion Docs helps Microchip produce and update documentation faster, maintaining the high standards of accuracy required for the company's vast product portfolio.

Having achieved several operational efficiencies, Morten looks forward to new features, such as Semantic AI and more integrations with website systems.

Morten has several recommendations for others looking to better manage their technical documentation. He attributes the long-term relationship between RWS and Microchip as one of the biggest factors in the technical documentation team's success today.

"We learned that it's sometimes necessary to adjust your business processes to match the tool—doing so will make everyone's life easier," Morten says. "Also, listening to the advice and best practice recommendations from RWS Professional Services is helpful. They have seen what works over time."

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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 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**