



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

Waters
THE SCIENCE OF WHAT'S POSSIBLE.®

www.waters.com

Industry: Analytical technologies

Headquarters:

Milford, Massachusetts

Size: 5,700 employees
in 27 countries

Net sales: US\$2.4 billion (2019)

Solution elements:

Tridion® Docs

Antenna House Formatter

SDL Translation
Management

Waters Corporation streamlines publication processes and boosts content reuse

When thousands of scientists around the world rely on your products and services and you operate within a highly-regulated industry, it's essential that your technical documentation is accurate, reliable and compliant. But delivering high-quality, timely publications can be challenging.

That's why Waters Corporation looked to Tridion Docs to align its processes, drive content reuse and promote standardization of its documentation to deliver a better customer experience.

For over 50 years, Waters has developed analytical technologies - hardware, software and chemistries - to advance healthcare delivery, environmental management, food safety, water quality, consumer product development and high value-added chemicals. With revenues of \$2.4 billion in 2019, Waters enables scientific discovery and operational excellence for its customers worldwide.

Key benefits

- Streamlined manual processes and increased visibility
- Increased content reuse
- Gained more transparent review processes
- Expedited translation
- Reduced layout and publication expenses
- Enabled business agility and speed-to-market of publications
- Established solid foundation for enterprise-wide content management

The challenge

Streamlining internal processes and workflows

Waters produces numerous installation guides, user manuals, system guides and online help resources totalling thousands of pages in a year. In the past, these materials were produced using a variety of authoring tools with multiple content management processes and workflows, which made it difficult for writers to identify and reuse existing content. Content duplication and version control became key concerns. Writers were also spending a lot of time repeatedly formatting content, such as adding or removing page breaks and changing font sizes and colours, to conform to standards. Where publication content overlapped, the use of different reviewers led to inconsistencies in how the same information was worded.

Consistency is particularly critical to ensure regulatory compliance according to Joshua Steen, Principal Technical Writer and Tools Specialist at Waters Corporation. "It's vital that we present, for example, similar product instructions in a consistent manner to deliver a great customer experience and ensure that we meet compliance requirements," says Steen. "But without a centralized, organized content repository, it was difficult to ensure that consistency."

As Waters serves markets around the world, its technical communications group localizes content in up to 16 languages. Relying on different vendors for translation, the company found the process to be lengthy, expensive and inefficient as much of the same content was being localized again and again.

"All of these issues triggered an initiative to improve the process by finding ways to reuse content more efficiently," Steen explains.



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Joshua Steen
Principal Technical Writer
and Tools Specialist at
Waters Corporation

The solution

Tridion® Docs

The first step was for Waters to move to an XML-based authoring and publishing process known as DITA. This allows the team to store, organize and manage all structured content as individual units or topics in any language, so that it can be easily reused, shared, filtered and delivered to the appropriate channels. Waters evaluated out-of-the-box solutions for creating product documentation, choosing RWS for its ability to adapt to vendor partner tools, the ease-of-use for writers and the shorter learning curve for all users across the enterprise.

The company entered the implementation stage with many requirements, but little experience applying these requirements to a DITA-based authoring environment. “RWS helped us understand the paradigm shift required to move to this new environment. We particularly appreciated that they were committed to helping us configure the system to meet our needs rather than forcing us to adopt a particular, pre-defined method of use,” says Steen. Steen commended the Professional Services team and the solution was ultimately implemented on time and under budget.

The result

Leveraging content and resources

With RWS technologies in place, Waters enjoys a far more efficient and controlled production process. The workflow gates each stage, triggering actions and preventing duplication of work. Content formatting is now handled separately from writing, allowing the company’s writers to focus exclusively on authoring their publications.



“By facilitating content reuse, we can confidently distribute timely documentation to all our customers delivering a better service to them, and we can be sure it says exactly the same thing in all publications.”

Joshua Steen
Principal Technical Writer
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The company's 300 or so subject matter experts and the editors can now review subsets of publications as standalone topics, rather than having to tackle huge volumes from start to finish. As a result, writers can see feedback in real time and Steen estimates that up to 60% of the source content can be reused in multiple publications, representing a huge cost and time savings.

To add to this, localization now occurs far more quickly as the team is not waiting for entire publications to be finalized before sending for translation. They are also drawing on huge quantities of previous translations such as standardized boilerplates and safety advisories. According to Steen, this is critical to the business as the company sim-ships publications in multiple languages. “It’s certainly not ideal to experience a delay after our English source language documents are complete.”

Steen continues, “And by facilitating content reuse, we can confidently distribute timely documentation to all our customers delivering a better service to them, and we can be sure it says exactly the same thing in all publications.”

It also means revisions to existing publications go much faster as writers reuse content that has already been reviewed, approved and localized. “Instead of confirming that certain standard information is up to date – or rewriting content that already exists – our writers simply pull the latest released version.”

The future

Going enterprise-wide

Plans are now in place to expand RWS system use across the business. “From the start, the intention was to extend Tridion Docs to other departments across the business to support our content management ecosystem,” states Steen. “We are seeing noticeable improvements on our source language development. We are exactly where we wanted to be and it seems we are well-poised for the next phase of production.”

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).

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