

UNIFIED CONTENT STRATEGY STREAMLINES DOCUMENTATION FOR TECHNOLOGY SYSTEMS COMPANY

 Innovatia

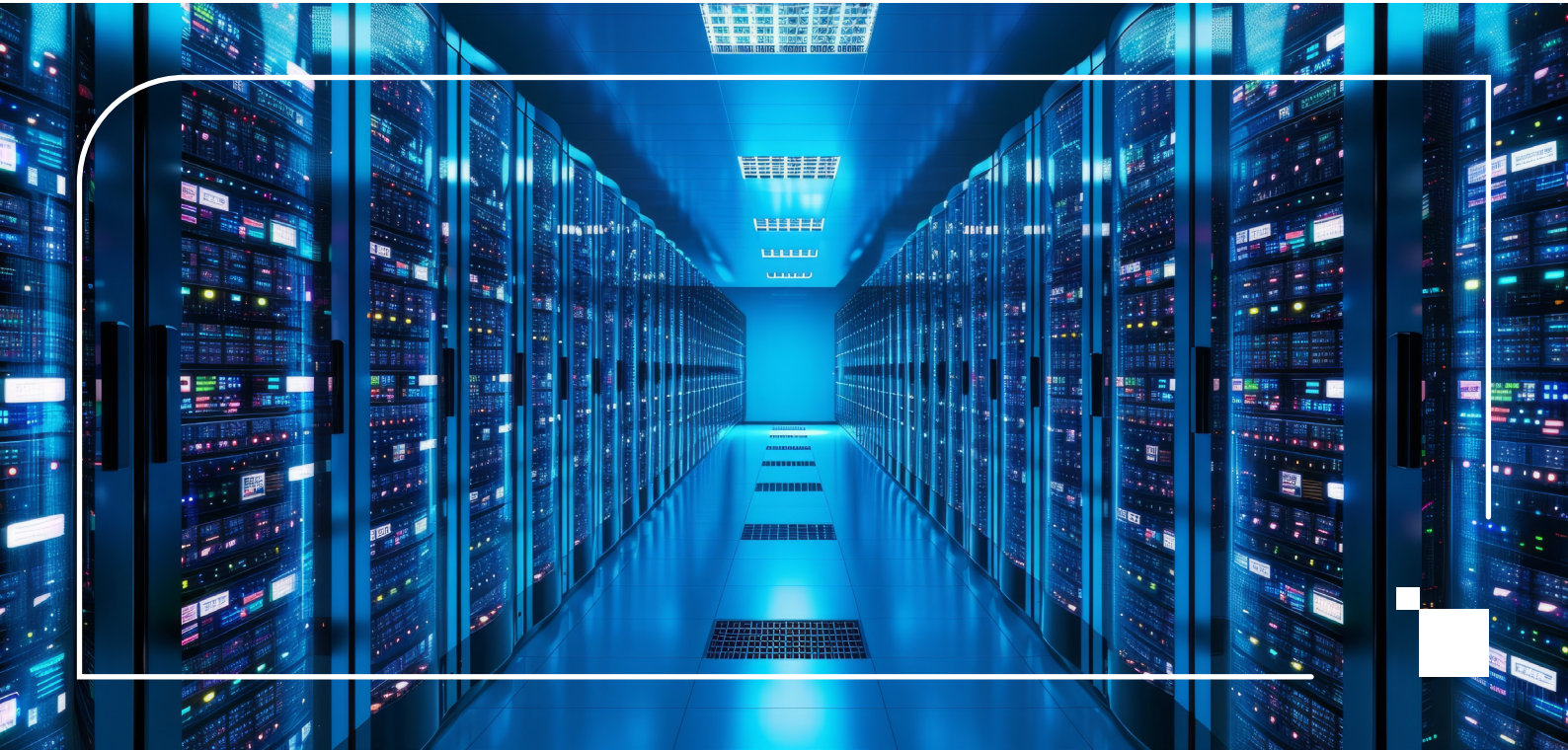


UNIFIED
CONTENT
STRATEGY

An information technology company upgrades to an intelligent content management system powered by a unified content strategy for improved experience across the board and \$600,000 dollars in annual savings.

EXECUTIVE SUMMARY

An IT client that produced an essential component of networking systems for government facilities, sports stadiums and arenas, hospitals, school boards, and more was looking to improve efficiencies in the documentation development and management process. Innovatia provided a team of experts who collaborated directly with the client's engineering process, developing and testing end-user documentation against the product to reduce the burden on engineers and provide an additional layer of testing. This collaborative process was founded on a legacy content management system that had become outdated and did not leverage tools and technology now available to improve content lifecycle management.



To improve efficiency in the documentation process, the client looked to Innovatia for a solution. Our experience in the application of advanced tool sets and toolchains allowed us to design a scalable, unified content strategy incorporating digital and printed documentation. The documentation sets were refined in a single-source DITA Component Management System (CCMS) with a scalable, unified content strategy. This approach reduced manual tasks for administrative and technical writing teams to become more efficient in creating, managing, maintaining, and finding content. The result was a drastically improved, user-centric documentation suite and an annual savings to the client of over \$600,000.

THE BUSINESS PROBLEM

Over the years, the client's firm evolved through mergers and acquisitions while experiencing rapid growth in its product line offerings. A legal requirement meant configuration and administration documentation had to be available for each variation in the product line.

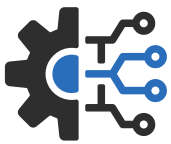


Using legacy authoring tools and systems, the 12 technical writers were beyond capacity with continuous updates to the ever-growing catalog of products. Expanding the team would not provide the efficiency and scalability needed to support the growth in the product line on a six-month release cycle. At an average annual cost of \$720,000, it was time to modernize the documentation department for a more efficient approach.

CHALLENGES



Documents were on a six-month release cycle, some online and some printed, resulting in a complex content lifecycle management process heavily dependent on manual administration.



The business needed a single-source document set for multiple hardware products, multiple platforms, and multiple Operating Systems (OSs).



New product families required a unique documentation suite and writers to manage it.



Documentation had to be available online with a mandatory requirement that some components be printed and included in the product box.



Legacy authoring tools led to duplicated content across the documentation sets.



Any delays to the documentation included in the packaging meant the product could not be shipped until the documentation was complete and included, which posed potential supply chain disruptions.



Any applied strategies and processes had to be compliant with strict ISO standards.

OUR SOLUTION

Upon evaluating the entire document suite, Innovatia found a high degree of potential for content reuse. This project was perfect for the application of an intelligent content model. By introducing DITA XML and enabling a CCMS, we significantly reduced the content required to be produced and maintained.



The single-source content method and automated content lifecycle management workflows streamlined the creation, maintenance, and publishing of installation guides, configuration guides, troubleshooting guides, regulatory information, security information, and user guides. Product variations could be presented in an unbiased manner.

The scalable, unified content strategy with a DITA Component Content Management System (CCMS) resulted in content that was easier to create, manage, maintain, and find.

RESULTS AND IMPACT



The unified content strategy and application of intelligent content tools reduced the growing library of 6 document sets to one document guide and the introduction of quick reference guides. The more streamlined approach improved the quality and accuracy of the content by eliminating discrepancies and redundancies for a more concise, up-to-date information flow.

Traditionally, the content was created from an engineering perspective. By incorporating a more user-centric perspective, the content became easier to find and understand by end-users. Consequently, users spent 75% less time searching for information.

Efficiencies in content lifecycle management and content creation allowed work that had required twelve writers in the past to be managed by six, and subsequently two, writers. The improved efficiency and leaner technical writing team offered the client a \$600,000 cost savings.

Innovatia is an end-to-end content solutions provider servicing clients looking to manage and overcome challenges with their content. For more than two decades, our experts have worked closely with client teams to help design transform, and manage their content with a view to driving business goals through knowledge and content solutions.

For more details, reach us at: information-services@innovatia.net