VALUES

**Bravery:** dare to focus, dare to invest, dare to evolve. Focus on innovation with trust as a motivator.

**Lead:** by example internally and externally. Nurture creativity, art and culture as they provide depth and understanding.

**Ownership:** get it done till it’s done, be the definite source

**Navigator:** navigate customers through markets and geographies, mastering the content ship for global delivery

**Discover:** on top of new evolutions, on the lookout, a journey together with customers. The transfer of knowledge is power.

**Empathy:** understand what customers really need and propose sustainable solutions for continuity and stability.
LIQUID CONTENT
- Concept
- Visual
- Outsourcing

MASTERING CONTENT
- Inefficient workflow
- Workflow with CMS
- Benefits of outsourcing

CASE STUDY
- Mitsubishi
- Past
- Present
- Future

WORKFLOW
- Plan
- Author
- Translate
- Publish
- Benefits CMS
Liquid content
LIQUID CONTENT

Concept
Visual
Outsourcing
Imagine one source, endless output possibilities…

**Liquid**
Immediate, flexible and pliable
Self-service models for end users
Content governance for brands

**Content**
Personalised, on the fly, interactive
Myriad output channels
Unifying strategy

Liquid content

- Creation
- Consumption

Outsourcing to service partner dedicated to global content creation & MGMT process

Improved content globalization results quickly & cost-effectively
Outsourcing

Full service (liquid) content partner should provide

- Multilingual content creation, MGMT & delivery
- Systems with 1st level maintenance & development capabilities within own support team
- Technical pre- & post sales
- Financial model for co-financing by customers
- Short time to market capabilities to maximize ROI, reduce time to market & improve customer experience
OUTSOURCING: TRANSITION PROCESS

Transition process for organizations when opting for/moving to outsourcing

1. **Focus on outcome**
   - Day2day delivery
   - Service partner MGMT

2. Focus on process

3. Focus on relationships

4. Focus on performance
How to assess an outsourcing partner?

- Long track record
- Financial stability
- Expertise in technology and service delivery
- Expertise in your industry
- In-depth understanding of your business model
- Ability to respond quickly to change
Mastering content
INEFFICIENT WORKFLOW

AUTHORING/CREATING/TRANSLATING/... BY SEVERAL PEOPLE

Several authors

Separated content items

Organizer composes from all topics the manual
INEFFICIENT WORKFLOW

SPECIFICATION CHANGE = REVISIONS

Several authors

Separated content items

Organizer composes from all topics the manual
NO REUSE OF TOPICS FOR OTHER MODELS

Authors model A
Separated topics model A
Organizer model A composes from all topics of model A the manual for model A

Authors model B
Separated topics model B
Organizer model B composes from all topics of model B the manual for model B
Content item A will be managed by content services and is available for reuse.

Reuse content item A

Various output possibilities

Content MGMT Services

Content item B will be managed by content services and is available for reuse.

Reuse content item B
... AND FOR REVISION/CHANGES

Content item A will be managed by content services and is available for reuse.

Content item B will be managed by content services and is available for reuse.

Revision/changes made in all output channels
CHALLENGES

• **translation**: translating to multiple languages can be demanding and expensive

• **consistency**: same content is rewritten and translated for different publications

• **localisation**: adapt contents to reflect local specifications, options etc.

• **personalisation**: customers want to receive the documentation and information on the products they bought, in their own language

• **streamlining global business processes**: different parties collaborating on the same content and reusing each other's content is not always easy
SINGLE SOURCING

• Re-use content in multiple publications for different models or product ranges
• One source modules
• Multiple output possibilities
• Localized or personalized versions
STRENGTHS

• Single sourcing ➔ speed up lead-times
  reuse content/images

• Reuse translated content ➔ lower translation cost
  multiple languages between different versions/publications

• Collaborative Environment
  local as well as remote people can input content

• High impact on cost structure
**BENEFITS**

For our clients:
- outsourcing non-core activities
- cost savings
- continuous upgrade of the application
- shorter lead times

Additional benefits:
- global access to CMS
- suitable for all languages
SUMMARY

Content management system for publications
• based on DITA
• automated publishing process
• saves you time
• several successful projects running
Case
Scope
Past
Past: conclusion
Present: outsourcing
Present: conclusion
Service commitment
Performance
Future
European HQ in Born, the Netherlands
Long term relationship (40+ yrs)

Owner’s Manuals:
• 60,000 pages/year
• 8+ different models
• 30+ languages
CONCLUSION

Multiple suppliers A, B, C

- No re-use
- Overlapping leads to inconsistent content and translations
- Long lead times
- High DTP efforts
- No central project management
- 1 FTE @ MME

Owner’s Manuals

- 2-column layout, 700 page Owner’s Manuals
- Issues with “exotic” languages
- Customized environment
- Outdated software
PRESENT: OUTSOURCING

Blondé masters Mitsubishi content

CMS
Translation
Publishing
CONCLUSION

Single Point of Contact
- Re-use
- Consistency and quality
- Lead times
- No DTP
- Budget

Owner’s Manuals
- 3-column layout, 350 pages
- All languages
- Up-to-date software
- Out-of-the-box
• Faster time to market
• From chaos to coherence (DITA)
• Vendors concentrate on their core: BLONDÉ masters
PERFORMANCE

✓ Faster time-to-market and decrease of lead times
  ✓ Before: 10 weeks > 1 model
  ✓ Now: 10 weeks > 4 models

✓ Swift integration of last-minute revisions

✓ Version management
✓ Cost reduction for publishing, printing and transport
✓ 100% elimination of manual DTP
Workflow CMS
**WORKFLOW CMS**

**Planning**

- receive draft from client
- create new publication in the application
  
  “Publication Manager”
OUR WORKFLOW CMS

Authoring

• **input** content
• **check** content and add tags
• **re-use** existing content
OUR WORKFLOW CMS

Authoring field

Selection of elements (note/lists...)

Change/add attributes
Translation and terminology

Re-use of translations and check with terminology
Correct and consistent use of terminology in publications is very important and one of our many skills and will give you the following benefits:

- Higher quality of translations
- Higher quality and consistency in English and Translation languages
- Increase performance/cost saving in authoring and translation
- Better information perception by end users
OUR WORKFLOW CMS

- Interactive and linked translation environment
- Automatic recognition of terminology directly from glossary
- Consistent use of terminology
- Avoid spelling mistakes thanks to directly inserting the correct translations

Translation memory

Translation Tool
OUR WORKFLOW CMS

Plan ➔ Author ➔ Translate ➔ Publish

Publishing

- different **output formats** (PDF, website, HELP-files, ...)
- style sheets
- **automatic** publishing directly to PDF files for printing
**OUR WORKFLOW CMS**

<table>
<thead>
<tr>
<th>Output Format</th>
<th>Language Combination</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>MME Print Manual</td>
<td>sv</td>
<td>Cancelled</td>
</tr>
</tbody>
</table>

**Selection of output format for cover and inside pages**

**Status of publication**
For our clients:
- outsourcing non-core activities
- cost savings
- continuous upgrade of the application
- shorter lead times

Additional benefits:
- global access to CMS
- suitable for all languages (also Arabic, Japanese)