



RWS solutions for automotive

Accelerating digital transformation



Autopilot

Turbo

Voice Control

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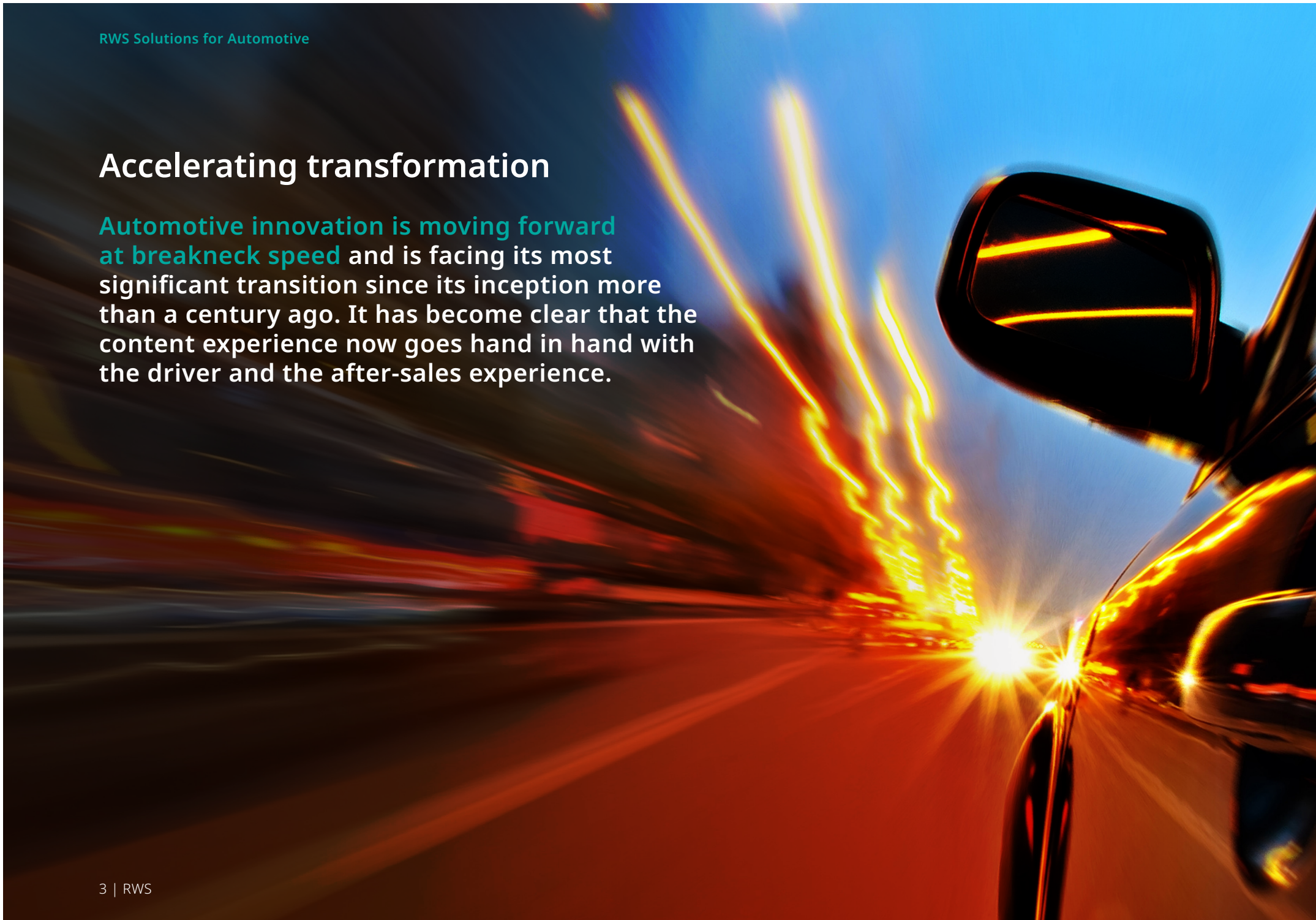
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“The rapid pace of digitalization is transforming the component hardware-driven automotive sector to a software and solutions-focused industry, accelerated by consumers’ evolving digital lifestyle expectations and demands for new and innovative services.”

Frost & Sullivan,
“Digital transformation of the automotive industry”

Accelerating transformation

Automotive innovation is moving forward at breakneck speed and is facing its most significant transition since its inception more than a century ago. It has become clear that the content experience now goes hand in hand with the driver and the after-sales experience.



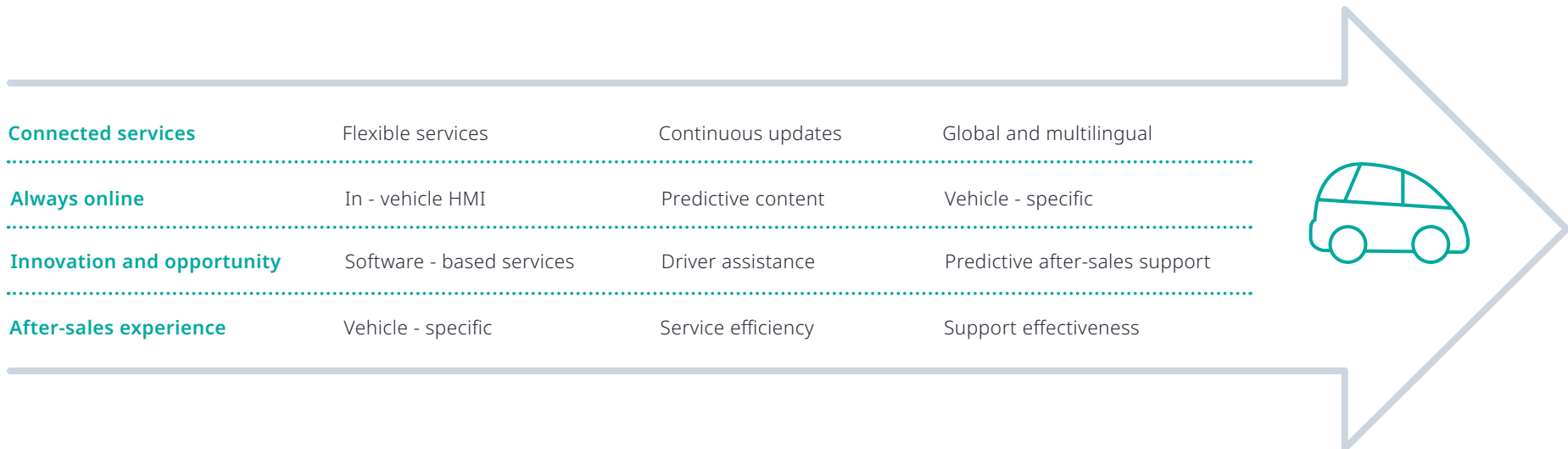
Accelerating digital transformation

From advanced-driver assistance systems (ADAS) to fully autonomous driving, and from new drive technologies to human-machine interface (HMI) interaction with Over-The-Air (OTA) updates, the automotive industry is transforming.

New players now challenge market leaders with advanced drive technologies and service-oriented business models enabled by agility and digitalization. Drivers, sales, marketing, aftersales and dealers now demand up-to-date, relevant and predictive content, truly connecting driver, vehicle and experience.

Each innovation places new demands on digital content. This digital transformation means that the automotive industry must now adopt software best practices for agile content delivery on a global scale.

Each player needs to embrace innovation and take a new approach to content to stay ahead of the fleet.



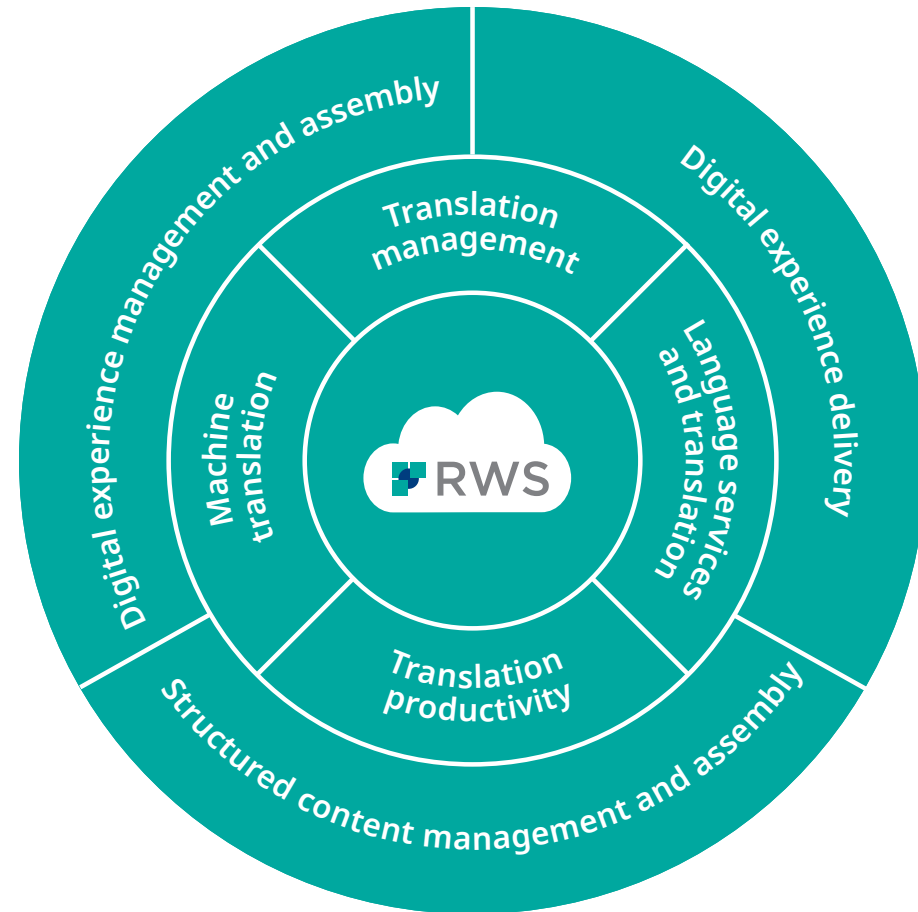
RWS solutions

Personalized digital experience and the connected vehicle

Moving beyond the boundaries of traditional manufacturing, automotive companies now need to operate like agile software departments, superior service organizations and digital experience management experts, adopting automation to lower costs and increase efficiency.

Our powerful digital experience management platform enables automotive companies to manage multilingual marketing, product and service content across all digital channels, for both the connected vehicle and a globally distributed after-sales organization.

Today's digital savvy consumers expect content-on-demand across touchpoints, from exploration to configuration, and through to in-vehicle connected experiences and after-sales services.



Unified digital experiences across touchpoints

Tridion® enables dynamic content management across the entire content lifecycle. From marketing imagery to detailed feature information, and from your latest most engaging campaign to practical self-service help from the HMI – the information is right there, on any channel, device or context.

From marketing to product information

Tridion® enables you to create, manage and distribute engaging digital content, blending marketing content with product and service-led information through personal, contextually relevant experiences, supported by AI-driven personalization and rich, interactive media experiences.

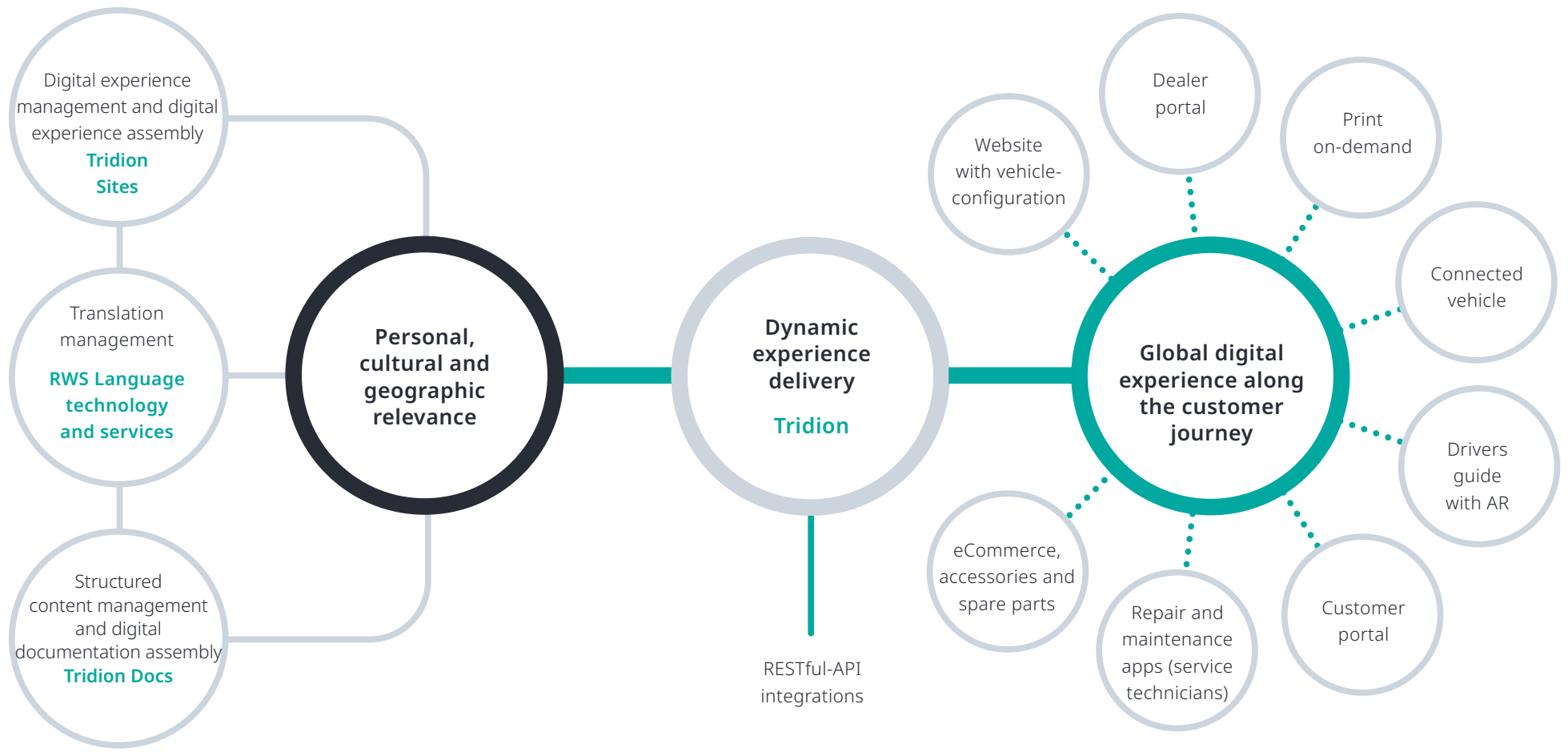
Integrated with your digital ecosystem

The open RESTful API integrates with your existing product lifecycle management (PLM), product information management (PIM), diagnostic, digital asset management (DAM), customer relationship management (CRM) and any other supporting application. These integration points provide you with greater control over the entire content value chain.

- Create, translate and publish content globally.
- Distribute content to any device.
- Dynamically personalize content for the customer, vehicle and use case.
- Integrate with service organizations and technology.



Automotive customer-centric digital experience solution



Managed global digital experiences

For automotive companies, multilingual and market-specific content must also reflect the different driving cultures of specific markets – whether luxury, safety, sustainability, fuel efficiency or entertainment – one size rarely fits all.

High-quality content is not enough. When searching for a new vehicle, today's buyer expects a more personal, tailored experience on a variety of channels that put them in the driver's seat even before they have made a purchase.

The RWS solution

Tridion Sites is a powerful web experience management solution to effectively manage global content across web, mobile and other digital touchpoints.

RWS global marketing services help you deliver branded content into any channel, across all media, in any language, anywhere in the world on brand and with the right cultural and linguistic nuance.

Our expert transcreation teams work collaboratively with you and your partner agencies, to appropriately scale branded communications across multiple markets. Our network of in-market transcreation experts adapts your communications both culturally and linguistically. We provide a range of stand-alone or integrated consultancy and content production services to optimize your budget and process.

Tridion Sites helps to:



Dynamically personalize content based on profiles, browsing behavior and device.



Ensure brand and message consistency through content reuse and across channels, brands and markets.



Automatically manage and distribute translated content across channels.



Deliver rich media content in the right format with automatic device detection, media optimization and CDN delivery.

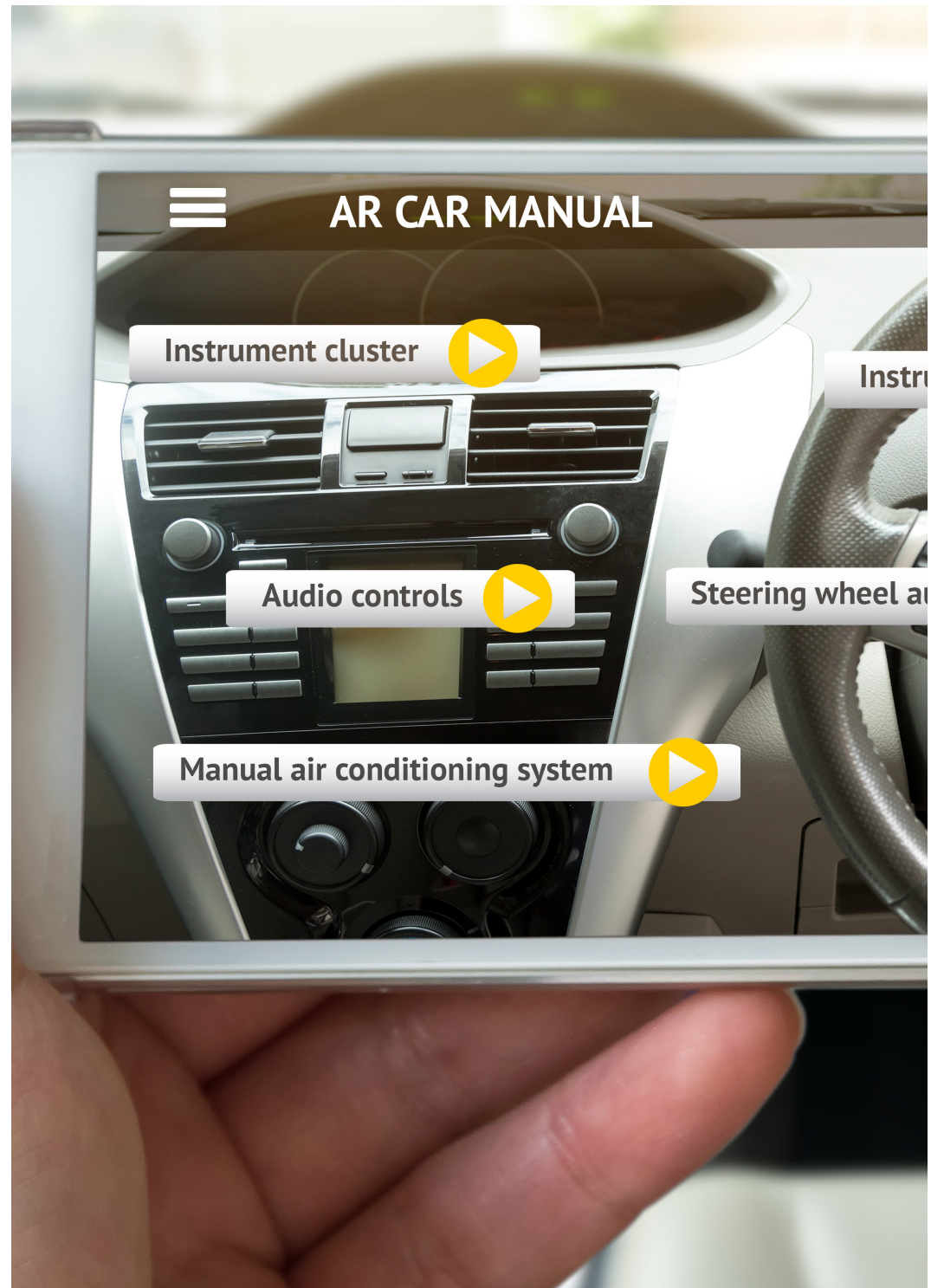
Personalized digital owner's manual

The days of the glove compartment owner's manual are numbered.

With vehicles now enhanced with software-based features through over-the-air (OTA) updates, printed manuals may be outdated following a single software update. This places new pressure on the automotive industry to adopt high-tech approaches to digital manuals.

A leading-edge owner's manual is tuned to a vehicle's specific configuration, available on the HMI, customer portal and mobile device. While legal requirements still include a printed manual, they also differ in each market.

Many automotive companies can find significant savings by reducing print to the required minimum while adopting decentralized, and vehicle-specific print-on-demand options.



The RWS solution

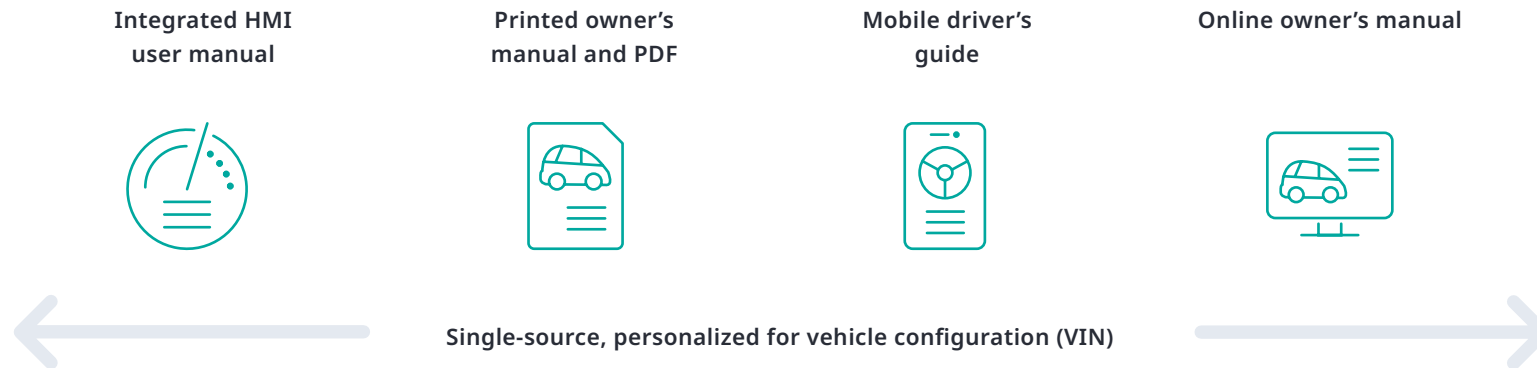
Tridion Docs enables you to create, manage and deliver a modern owner’s manual at scale.

This powerful structured content management solution – component content management (CCM) – reduces the complexity and costs with the delivery of multichannel automotive documentation.

RWS technology and services help automotive companies to:

- Deliver content for new products, services, updates and enhancements simultaneously
- Improve customer self-support
- Increase content reuse and efficiency, reducing cost and effort
- Automate delivery across all digital platforms and channels
- Simplify translation and multilingual content management
- Improve quality through integrated review and approval management

Tridion enables product teams to combine technical content with marketing-led experiences. It ensures that product information, in-vehicle interaction and post-sales customer experiences influence informed buying decisions and continue to build brand loyalty and affinity.



Effective after sales, aftermarket and field service

After sales and aftermarket business drives automotive margins.

For automotive after sales, key performance indicators for customer satisfaction and brand loyalty often include after-sales efficiency and breakdown prevention.

Content requirements for an efficient field and after-sales organization include:

- In-time availability of technical product information
- Up-to-date content for repair and maintenance procedures
- Personalized to the vehicle configuration and the specific use case
- Workshop and product-related trainings
- Knowledge base content

The RWS solution

With Tridion Docs, engineering and after-sales teams can collaboratively create, manage and deliver in-depth product and service information at scale.

This powerful structured content management solution – component content management (CCM) – reduces the complexity and costs with the delivery of DITA-based documentation and enables multichannel delivery.

The platform fully integrates with existing applications such as PLMs, PIMs, Diagnostics and CRMs, providing full control over the entire content value chain. The platform drives after-sales efficiency by delivering service information, personalized to the vehicle configuration (VIN), fault code (diagnosis) or maintenance task directly to web and digital applications used by the dealership and service technicians.

RWS Solutions for Automotive

RWS solutions help automotive companies to:

- Deliver content for new products, services, updates and enhancements simultaneously
- Improve time-to-market
- Increase content reuse and efficiency while reducing cost and effort
- Automate delivery across all digital platforms and channels
- Streamline after-sales efficiency and improve customer satisfaction
- Simplify translation and multilingual content management
- Improve quality through integrated review and approval management
- Engage field service, central after sales and engineering

Tridion enables engineering and after-sales teams to combine technical content with marketing-led experiences. Dynamically published personalized content, new connected services and predicted maintenance tasks provide opportunities for new revenue streams and continue to build ongoing brand loyalty.



Personal digital content delivery: Maximize service efficiency and customer satisfaction



Engaged and collaborative multilingual field service

Many field service documents are created locally in the local language such as warranty claims, service helpdesk tickets, chat records or FAQs.

Consequently, this information is often inaccessible by after sales, product management and development. Market-specific systemic problems may not be addressed quickly enough, damaging brand reputation. In addition, frequently the use of different languages delays responses between field service, dealers, central after sales and helpdesks, creating further customer frustration.

The RWS solution

Language Weaver®, our machine translation solution, removes language as a barrier. By integrating machine translation tools directly into the applications your organization uses most, you create greater transparency.

Multilingual access to warranty claims, information about online customer comments and internal reporting can help the organization prevent systemic product issues, allowing you to trigger countermeasures before they impact brand reputation.

Language Weaver connectors enable you to provide in-company translations for Salesforce and Microsoft Office applications, and can be extended to include with any help desk, chat, CRM, SAP and ERP application.

To ensure that you remove the risks of public online translation tools, Language Weaver Edge provides secure, on-premises or private-cloud machine translation for a secure internal translation process. This tool provides employees with the convenience and benefits of a free translation tool, eliminating the risk of exposing intellectual property.

Consistent global communication

Language support is now simply expected. That said, many automotive organizations become accustomed to less than optimal content localization processes with limited scalability and agility. Often the language and translation processes and technology that support different teams are managed and applied separately, creating inconsistency and preventing cost savings that come with harmonized processes.

For an industry transitioning into a software and services business, localization is an integral part of software, documentation and support. With shorter product lifecycles, new services and many different channels, multilingual content now needs to be synchronized across marketing, product management, engineering and after sales.

The RWS solution

The RWS Language Cloud platform automates translation processes and eliminates inefficient manual tasks, enabling control, collaboration and efficiency. Localization managers and teams centrally manage, automate and control translation projects, delivering quality translations on time and budget.

With access to translation memory (TM) and terminology management, you can significantly improve the quality and consistency of your translations. These tools also significantly reduce costs through translation reuse and ensure terminology and brand voice are used correctly and consistently.

RWS provides standard connectors to many content systems, including Salesforce, Adobe Experience Manager, Stibo STEP or SAP Hybris. In addition, you can also integrate translation management with any application using RESTful APIs.

RWS translators and project managers provide vertical-specific expertise ensuring the highest possible quality for automotive content.

Agile software localization and testing

Agile software development and localization are critical in the age of the connected vehicle. Directly impacting new revenue streams, software-based services need to be launched simultaneously, globally.

Diagnostic, in-vehicle software and backend systems now need continuous updates, requiring agile, secure and broadly automated localization processes.

Agile software localization

Empower your teams to effectively collaborate, communicate and manage software localization from end to end within one centralized environment. Passolo® is a software localization tool that allows translators to work in a WYSIWYG translation mode providing context for all translations.

Workflows and intuitive project management features ensure faster multilingual software releases, higher quality software localization and more efficient processes. The tool also ensures that graphic user interface (GUI) and source text translations follow best practices.

Passolo enables you to:

- Translate GUIs within an intuitive visual environment for most software-specific file formats
- Run software localization processes in parallel with agile development cycles.
- Protect surrounding source code from bugs or contamination during the translation process

Integrated with Tridion Docs and RWS translation management solutions, Passolo helps to keep GUIs and documentation consistent.

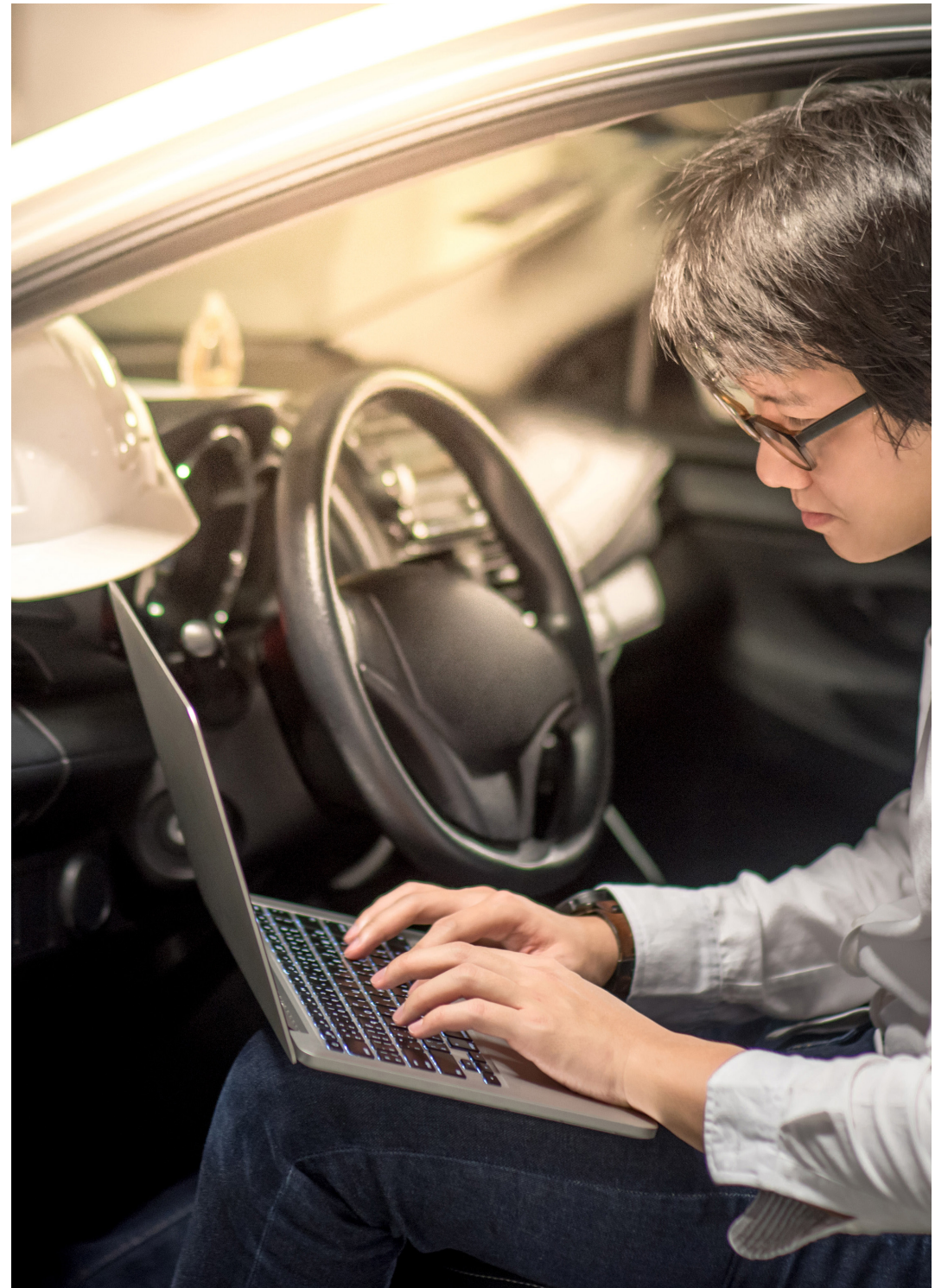
Services for software localization and UI testing

Extend your development team with RWS to simplify software localization. We will take care of everything from UI text expansion to unforeseen locale-specific user issues. Our broad software localization experience ensures efficient and high-quality output in every language, with supporting internationalization and testing expertise.

From within our fully-equipped and secure Test Labs, we offer linguistic and functional testing, and support more than 40 languages. This testing ensures that your localized software has gone through a complete testing cycle.

Our software localization and multilingual UI testing services help you to:

- Simultaneously ship software to relevant markets
- Deliver consistent and fully tested GUIs and documentation
- Automate processes
- Create parallel software development and localization tasks
- Fix localization-related software bugs before launch



Why RWS for automotive

- Working with the 14 top automotive companies
- Integrated technology stack for a personalized customer experience delivery for marketing and technical content
- The industry's most secure multilingual content management offerings
- The world's largest team of dedicated, in-house translators with automotive expertise
- Market leader of scalable, vendor-agnostic language management technology
- Full control of the content lifecycle

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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