

# Technical Communication

Create and manage complex product and service documentation with confidence





## Produce technical content more efficiently, cost effectively and at scale

The way you produce, maintain and distribute your technical documentation matters. With rapid product cycles, increasing regulation and evolving customer expectations, technical communication teams are under constant pressure to produce easily accessible and immediately relevant content. Even today, many tech doc teams are working with old-fashioned file-based systems, with no clear way to keep track of previous versions or efficiently reuse existing pieces of content.

As your business grows, your internal and customer-facing product documentation such as product literature, guidelines, manuals, policies and procedures, will grow exponentially and will quickly turn chaotic without a system in place to ensure content is always accurate, consistent and cost effective across products, in every language.

**Tridion Docs**, our **Component Content Management System (CCMS)**, enables technical communication teams to centralize the creation, translation, management and delivery of content, including technical information, product documentation and self-service support information, through a modular approach to content management. It acts as a 'single source of truth' for your information, and allows you to easily reuse, share, filter and deliver any piece of multilingual content – from a single paragraph up to a 1,000-page document – to any channel.





## Modular content ensures accuracy – and more

Based on the [DITA](#) standard, Tridion Docs is designed to hold content as individual modules rather than as whole documents; a concept called **componentized content**.

Componentized content allows for the management of information at a granular level. Content components could be a phrase, paragraph, series of paragraphs, image, video, table, or any other 'module' of content. In Tridion Docs, documents or other deliverables are created by assembling relevant components into a whole. When you add **metadata** into the mix, your content becomes a well-organized library – more manageable, discoverable, reusable and adaptable to various user needs and delivery channels.



### **Create once, publish everywhere (COPE)**

With Tridion Docs, you no longer have to update the same piece of content multiple times across similar manuals. Instead, you update the content component once, and that change is reflected in all the places where the component is used.

This **'create once, publish everywhere'** approach transforms content accuracy. Moreover, it improves findability, because content classification and tagging also happen at component level rather than just document level.

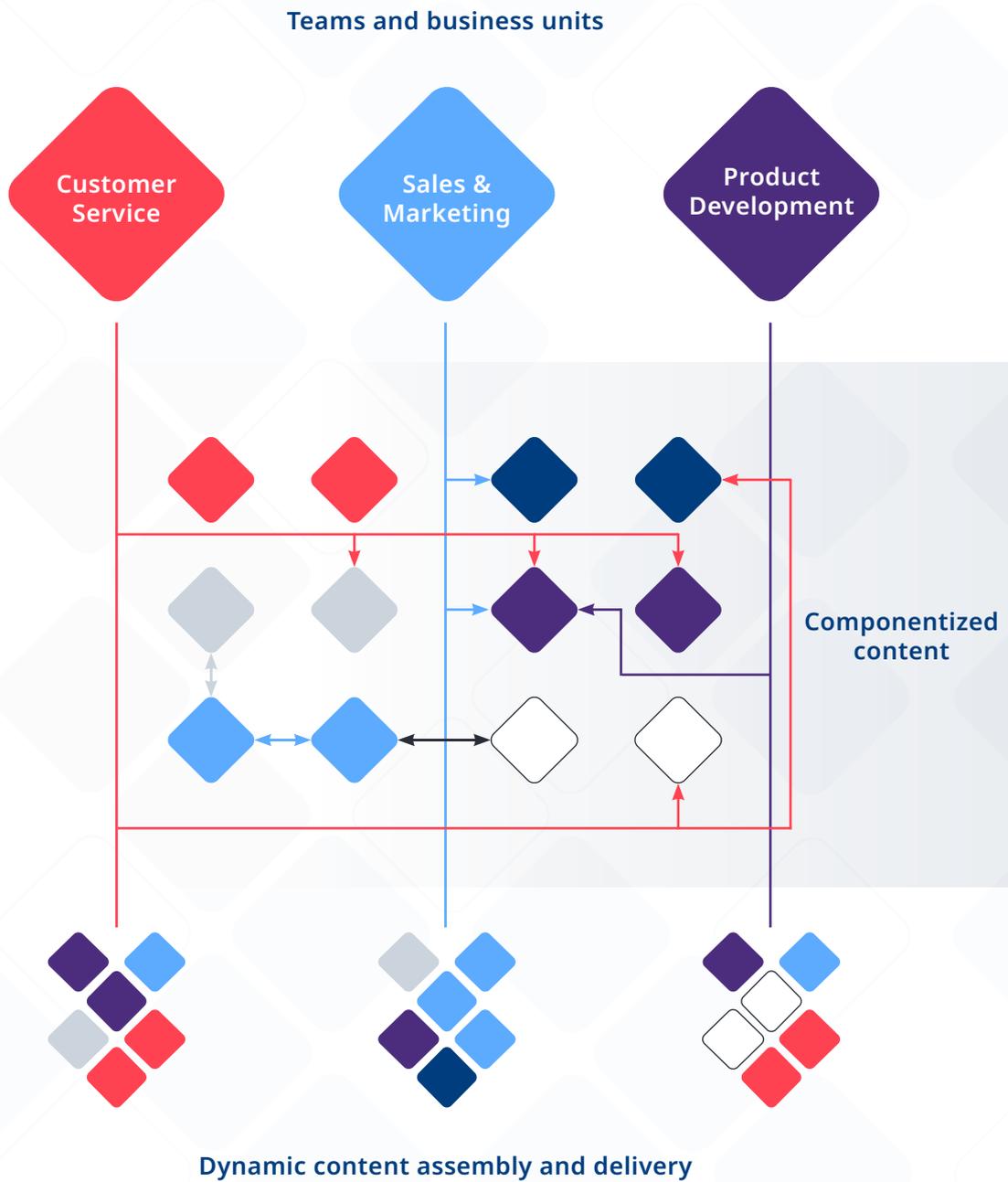


### **Simplify localization**

Component content management also simplifies localization of content into different languages. Tridion Docs makes it easy to push content directly to translation and to manage the localized versions received back from translation.

## Streamline your content creation

Tridion Docs streamlines content creation by enabling different teams to collaborate on modular content components. These components are then dynamically assembled into tailored, cohesive outputs. This approach allows for easy reuse and updates, ensuring that the final content is high-quality, comprehensive and efficiently produced to meet specific audience needs.



*Componentized content for cross-team contribution and multi-purpose content reuse in multiple languages*



Moving to DITA and implementing Tridion has allowed us to harness and gain more control. It's provided us with new ways to think about content — how we use it, who creates it, how we share it. It's given us more flexibility and opportunities we didn't have before.

Jonathan Chandler,  
Technical Communications Group Supervisor

**Intralox**



## Results

**99%** reduction in annual DTP costs

**3x** higher productivity than non-Tridion users

**79%** translation cost savings



## Flexible content delivery supports tailored access for all

More than just a CCMS, Tridion Docs is a **headless CCMS**. This means it's not tied to a particular mode of presentation, but offers flexible, omnichannel content delivery capabilities via APIs, where appropriate formatting is automatically applied.

With a headless model, you can create all sorts of dynamic environments for content to be accessed in a personalized manner and tailored to the role and authentication level of the recipient, including:

- Mobile apps
- Virtual agents or AI chatbots
- Self-service portals for partners and customers
- Integrations with existing workflows or training systems
- Integrations with other business systems, such as PLM, ERP or CRM systems

This flexibility is enabled using rich metadata that drives personalization, conditional content and other dynamic aspects of content delivery. Such metadata enriched content is referred to as **'Intelligent Content'**.

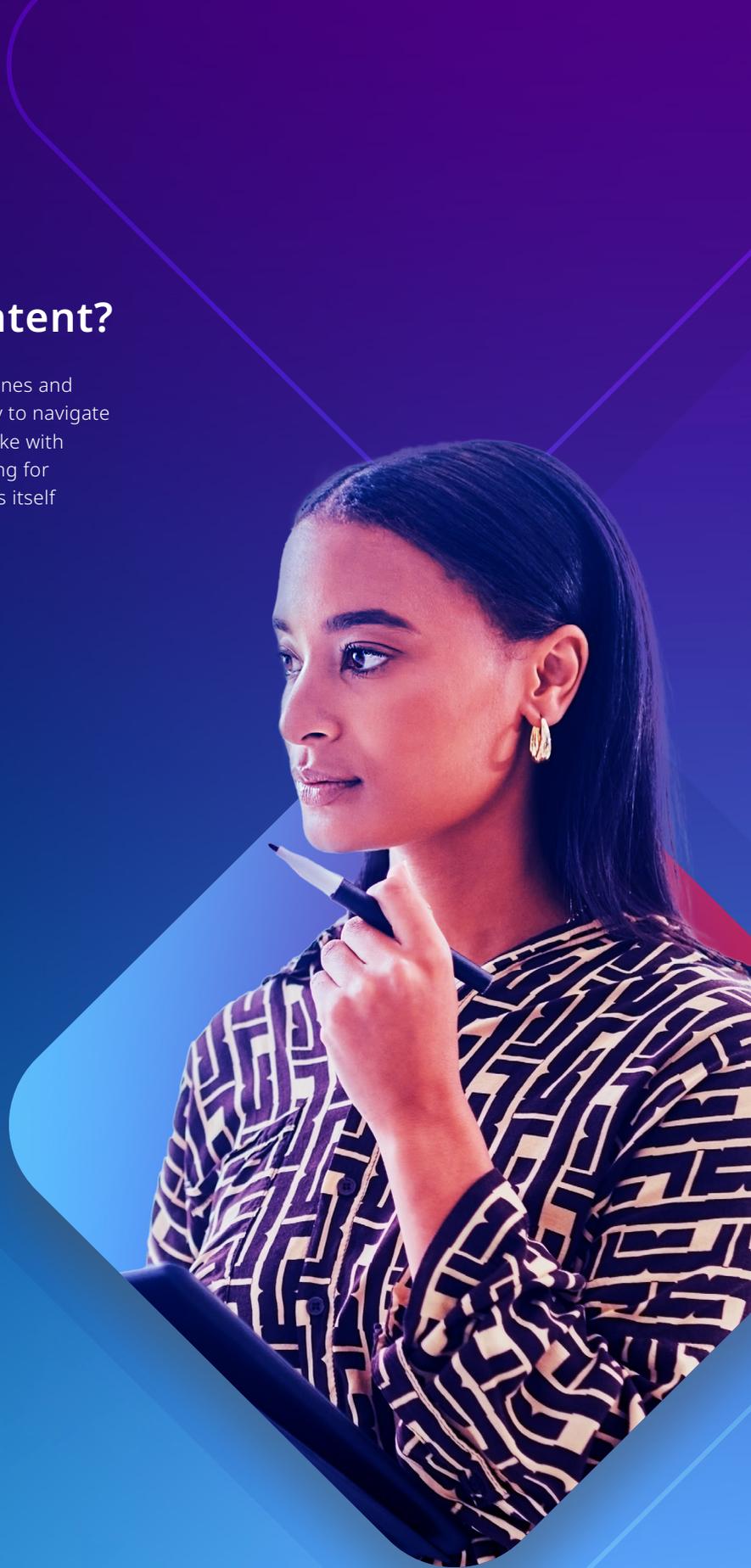
## What is Intelligent Content?

Intelligent Content is readable and usable by machines and artificial intelligence (AI) services. This makes it easy to navigate and search, providing employees and customers alike with unfettered access to the information they are looking for in the moment. In short, Intelligent Content delivers itself to the right person at the right time.

### In order to be 'intelligent', content must be:

- Structured
- Stored in topic-specific components
- Reusable
- Format free
- Enriched with metadata

Tridion Docs provides these fundamental capabilities by design. It enriches them further through the optional use of **semantic AI**, **taxonomies** and **knowledge graphs**, large language models (LLMs) and dynamic content assembly and delivery.





## Tridion's AI capabilities

Tridion Docs approach to AI is carefully calculated to provide maximum value to technical communication teams and content consumers.



### Semantic AI

Semantic AI enhances content findability by automating content classification. Not only does this make authoring content quicker and easier, it also allows users to quickly find relevant information through features like auto-complete, synonym recognition and context-based results.



### Authoring assistance

Our AI-powered authoring assistant helps create clear, concise content. It simplifies complex passages, fixes grammar and spelling, and rephrases and summarizes selected text to improve readability.



### Trustable Chat

Tridion Docs Trustable Chat provides users of content with a reliable chat experience. It offers clear answers to questions, links to source materials and relevant follow-up actions. The chat's information is based on Tridion Docs content and is highly accurate and reliable thanks to Retrieval Augmented Generation (RAG).



### Guided navigation

Our innovative content navigation allows users to effortlessly explore extensive information. The layout dynamically displays a central topic surrounded by related topics, enabling users to quickly find the information they need without even typing. By skimming titles and brief descriptions, users can seamlessly navigate to the next step with just one click.

By using Tridion Docs built-in AI capabilities, you can easily create Intelligent Content that is discoverable, reusable and adaptable to different contexts. This approach not only boosts user confidence and productivity but also streamlines content creation and management processes.



## What is Tridion Docs made up of?

The capabilities in Tridion Docs span a range of functional areas:



### Content experiences

#### Tridion Docs Genius

Reach goals faster with intelligent content discovery, using trustable AI chat that pulls answers from your own documentation, as well as smart content recommendations, advanced intent-based search, guided experiences and traditional portal-style information delivery.

#### Dynamic Experience Delivery (DXD)

Dynamically deliver information to any digital touchpoint through our headless publishing capabilities, securely delivering content fluidly over any channel.



### Content collaboration

#### Draft Space

Write your content in a familiar, online, Word-style interface, supported by generative AI.

#### Review Space

Involve your subject-matter experts in a collaborative, easy-to-manage document review process within a secure online environment.



### Content governance

#### Taxonomy Space

Easily manage your taxonomies and knowledge models using open standards such as SKOS and EuroVoc.

#### Organize Space

Effectively manage your company's documentation and translation processes, configuring users, workflows and permissions through a user-friendly web interface. Get an instant project overview and easily jump to the required tools to get the job done.



We needed a way to manage the variations of our content across our different brands and products and deliver the right information to the correct customer... Tridion Docs provided a compelling system that met our requirements.

Louis De Jaegher,  
After-Market Process Development Manager

**Atlas Copco**

## Results

**100%** reduction in desktop publishing costs

**20%** reduction in translation costs

**50%** increase in efficiency



## The Tridion Docs difference



### #1 rated CCMS

Independent analyst firm Ars Logica named Tridion Docs the **best overall CCMS** on the market, especially suited to large enterprises with complex content needs.



### Powered by AI

Generative AI and semantic AI work in tandem through knowledge graphs, automatically generated metadata and the use of LLMs, helping people reach their goals faster and helping authors draft content more efficiently.



### Complete content lifecycle management

Tridion Docs is an end-to-end structured content solution providing a single source of truth that joins up the way your content is created, translated, managed, delivered and consumed.



### Built to handle complexity

Tridion Docs is unmatched in managing high volumes of concurrent, interdependent content variations across multiple products, geographies, languages and channels.



### Trustworthy translation

Tridion Docs integrates closely with RWS language technologies to streamline translation and localization processes and assure high-quality content in any language.



### Secure. Stable. Scalable.

Enterprise-grade quality and security certifications, an interoperable architecture, and cloud, hybrid and on-premises deployment options mean you can rely on Tridion Docs every step of the way.





**Tridion Docs gave us the edge we needed to prove to stakeholders that this system was the one we wanted to build our enterprise solution upon.**

Ryan Shubert,  
Technical Publications Manager, RUCKUS Networks

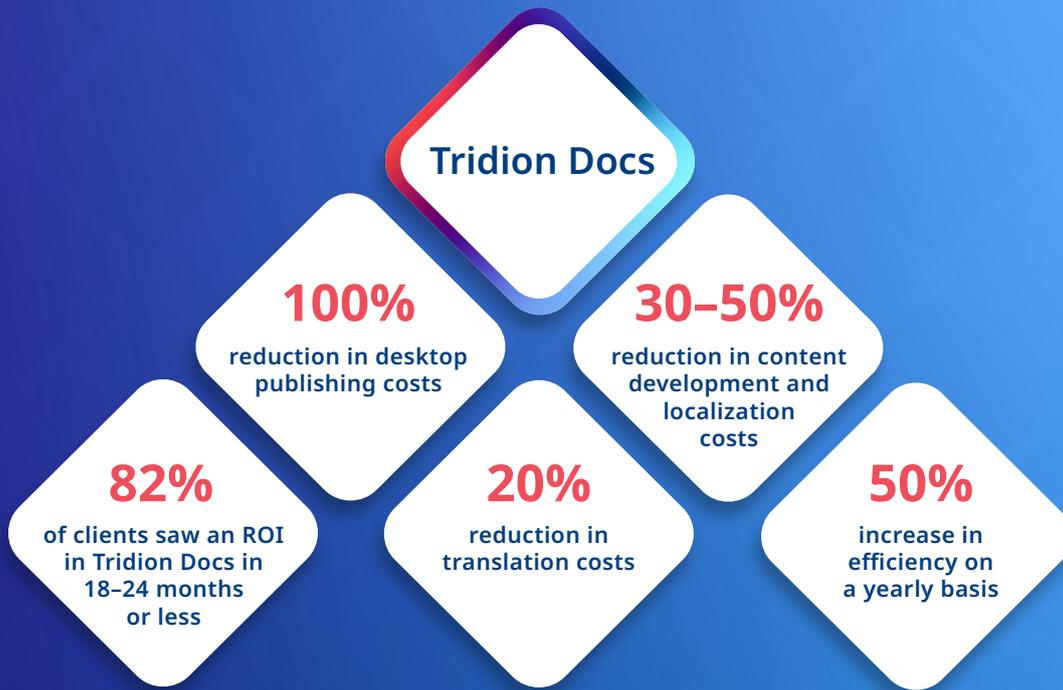
**CommScope**

### Results

**20%** content reuse per quarter

**60%** saving in hosting costs

**100%** fully implemented within a month



## Tridion Docs – content confidence in a complex world

[rws.com/tridion-docs](https://rws.com/tridion-docs)

### 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](https://www.rws.com)

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