



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



Shanghai United Imaging Healthcare adopts a structured approach to content

united-imaging.com

Industry: Life Sciences

Headquarters: Shanghai, CN

United Imaging Healthcare Co., Ltd. worked together with SDL (now RWS) to adopt a comprehensive structured content management solution to its development of technical documents for more than 100 products.

Solution elements:

Tridion® Docs

Trados®

Passolo®

United Imaging Healthcare develops and produces a broad portfolio of advanced medical imaging products from diagnosis to treatment.

The company's Healthcare Technical Communication Center is responsible for writing the user manuals and service manuals for all product lines. The manuals are translated into multiple languages to support the global strategy of the company.

The challenge

For many years, the group created its content using an 'unstructured' writing mode, storing its content in files that did not follow a pre-defined data model. In addition, all documents were managed and released using highly manual processes.

This resulted in a number of issues:

- Duplicated effort in writing, reviewing and maintaining the same content
- Inconsistent content descriptions
- Resubmission of translations

In combination, these problems lead to unnecessary overhead costs, working inefficiently.

To address these issues, United Imaging Healthcare wanted to make a move from an unstructured writing model to a structured manual development model.

Challenges

- Duplicated effort
- Inconsistent content
- Resubmission
- Inefficiency

“In bringing our products to a global market, we faced the challenge of developing high quality technical documents. SDL has a mature set of content management solutions, and has a localized deployment and technical support team.”

Guan Lei,
Technical Communication
Center, United Imaging
Healthcare

The solution

United Imaging Healthcare already shared a successful long-term relationship with SDL (now RWS) for its language services, using Trados and Passolo for localization of its content and products. Based on its trust in SDL solutions, technical strength and professional services, United Imaging Healthcare selected Tridion Docs.

The company made its selection following a comprehensive evaluation of system functions, localization deployment, support, price, translation management integration, scalability and customer evaluation.

The following were key factors in United Imaging Healthcare's selection of Tridion Docs:

- Proven market use with a broad customer base
- Mature workflows for writing, reviewing, storage, publishing and translations
- Fully integrated with translation management
- Dynamic publishing options

In short, Tridion Docs would enable the company to manage their entire documentation lifecycle.

Guan Lei, from the Technical Communication center of United Imaging Healthcare says, “Based on the top-level design of the content strategy and the management of the whole life cycle of the document, after careful analysis, we now collaborate with SDL on content publishing, structured writing transformation, translation and content management.”

In addition, SDL provided a mature technical deployment and support team locally. This factor was very important to United Imaging Healthcare as they transformed to a structured content approach and was a key consideration in their selection criteria.

Results

- Greater process efficiency
- Content consistency through modular content creation
- Integrated translation management and reduced translation costs
- Multi-channel publishing

The results

The transformation project was divided into four phases:

- Preliminary
- Basic application
- Advanced application
- Extended application

Following product selection, United Imaging Healthcare began its project by applying the structured content methodology and product to several typical product manuals, starting with information design, content modeling, style sheet development and business processes and internal specification development.

Tridion Docs now provides the United Imaging Healthcare with market-tested content composition, writing, review, storage, publishing and translation functions that effectively address their key challenges.

Using Tridion Docs, United Imaging Healthcare now benefits from the full advantages of the structured content across authoring, management and release. The solution has had a significant impact on the efficiency of manual development and has reduced translation costs and time. In addition, the combination of product agility and process efficiency means that United Imaging Healthcare now delivers its technical manual content to its customers across channels.

"I am very pleased to have been assisted by SDL (now RWS) in this process and hope to have more cooperation in the future." - Guan Lei, Technical Communication Center, United Imaging Healthcare

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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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