RWS

Tridion®

For technical communication

Who is it for?
R&D, Product and Service teams that create and manage product and service documentation at scale

Product content – instructional, relevant and consistent

Why read this brochure?

Product information and documentation directly contributes to customer satisfaction. From product research to self-service, and product use to post-sales support, your customers expect accurate, accessible information across channels and languages. However, many organizations approach this vitally important function as a cost center, rather than an important element of the customer journey. As a result it is often underutilized – missing the opportunity to increase customer engagement and loyalty.

The issue – a document-centric approach

The process of creating information was devised in a document-centric era, using a waterfall project management approach, before agile practices were commonplace.

But today's customers expect the very latest, easy-to-access, bite-sized content that gives them exactly the answers they want, in the very moment they want it.

Authoring a document, circulating a PDF for review, and manually consolidating all the comments no longer works. Nor does sending it for translation and design to a service provider, and publishing it as a static file on your support portal – it doesn't scale, it's too slow, and is just too costly in today's world.

What matters – optimize your content supply chain

Your customers expect immediate access to relevant product information on the channel and device of their choice – instead of downloading a clunky PDF.

Your employees want an agile solution that matches their working style, and that enables them to document your products and services in an iterative and collaborative way.

To improve, you need to think holistically about how to optimize your overall content supply chain. Examine the full lifecycle of creating, reviewing, translating, designing (DTP) and distributing your information, and redesign it to align with today's employee and customer expectations.

The solution – create a 'single source of truth'

Tridion centralizes the creation, translation and delivery of content, including technical information, product documentation and self-service support, by using a componentized way of managing content.

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.

Tridion streamlines global content supply chains for customers spanning high-tech, life sciences, automotive, industrial manufacturing, financial services and the legal sector.

A 'single source of truth' for your product information enables agile business practices and speeds up time to market.

Tridion for technical communication

With Tridion you can create, manage and deliver in-depth product and service information at scale using a structured content approach.

Consumers will access your product and service content at multiple points. Much of the content you create will overlap, so it's crucial that your processes allow you to maximize reuse. This saves you time and effort and ensures greater consistency – even more so if the content is available in many languages. It's obvious that the earlier in the process content can be reused, the greater the benefits you'll see.

Structured authoring allows you to build content in reusable modules (components) which can be repurposed across your publications and even organizational departments, such as development, training and support. Our experience shows that structured content decreases product development timelines and can reduce translation and publishing costs by as much as 30-50%.

Tridion stores, organizes and manages topic-based structured content using the widely adopted DITA standard.

You can work in a highly agile way to plan publications, create content, assign tasks, assemble content, manage versions, provide collaborative reviews, add multimedia and apply workflows to content.
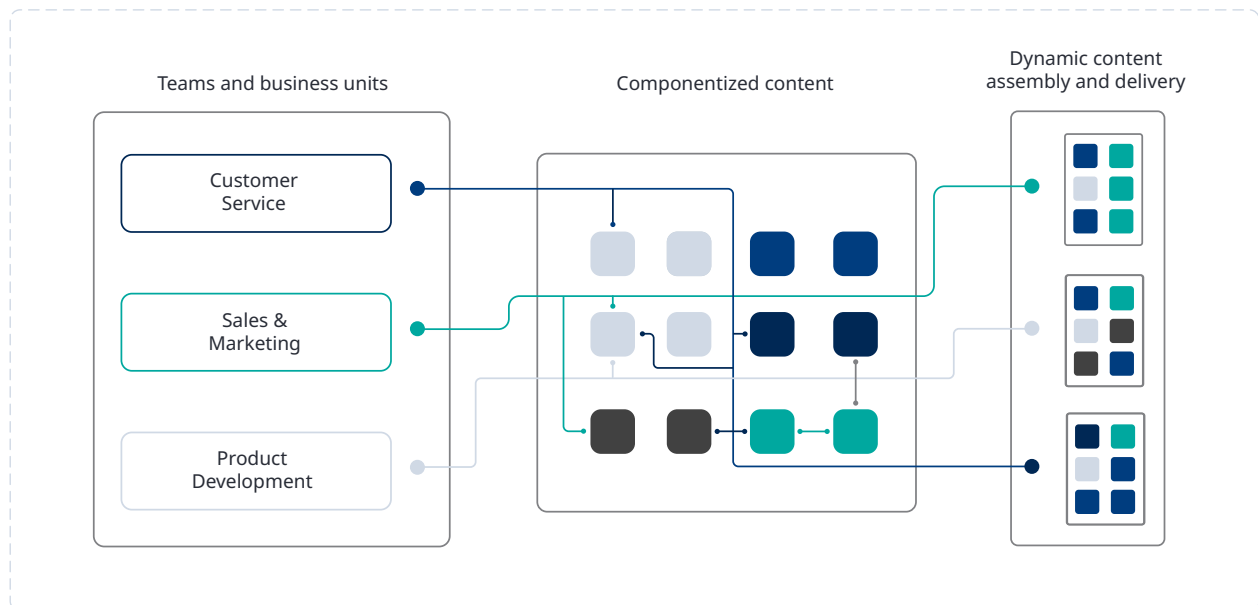
Componentized content for cross-team contribution and multi-purpose content reuse.

How Tridion transforms your business

With Tridion you can streamline your content operating model and remove the bottlenecks. Across all phases of the production process, it offers you market-leading capabilities.

Create and manage

- Centralized structured content authoring
- Content reuse
- Publication and baseline management
- Conditional text

Authors can use the tool of their choice – ranging from expert XML editors to MS Word-like, browser-based editing tools. While authoring and reviewing content, the system automatically protects the underlying XML structure, so that your employees don't have to be XML experts to work with the system.

Content can be dynamically assembled into any deliverable, such as an online publication, a PDF, or any other output format – all from the same source.

Tridion includes further advanced controls including:

- Baseline Manager – to easily manage content versions and relationships across publications
- Condition Manager – to manage conditional text for content variants
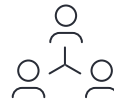
Collaborate and review

- Easy authoring for SMEs
- Streamlined workflows
- Cross-team collaboration
- Compliance and auditability

As companies adopt more agile work practices, Subject Matter Experts (SMEs) increasingly form a critical part of the content creation process. To empower them, Tridion offers:

- Collective Spaces – a tightly-knit online environment for collaborative content creation that eliminates cumbersome PDF markup
- Review overlays – allowing multiple reviewers to provide feedback on the same content simultaneously
- Threaded conversations – to discuss and clarify feedback

With Tridion, collaboration improves, quality goes up, and time to market is reduced.
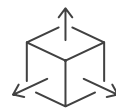
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Translate and localize

- Integrated translation management

- Translation reuse

- Translation reporting

- Multilingual publication management

Managing translations is a critical, but often costly, part of any content delivery process.

Tridion enables you to manage translations directly from the platform. It provides:

- Multilingual controls – to manage multilingual publications and automatically reuse existing translations

- TMS integration – allowing content to be submitted to a translation management system directly from within Tridion

- DTP cost reduction – templated output for multilingual content eliminates costly desktop publishing

Deliver and distribute

- Single-source content delivery

- Omnichannel publishing

- Content variations

- Contextual delivery (profile, region, product features)

Besides support for traditional content formats such as PDF, Tridion enables dynamic documentation experiences on any channel and device. It offers:
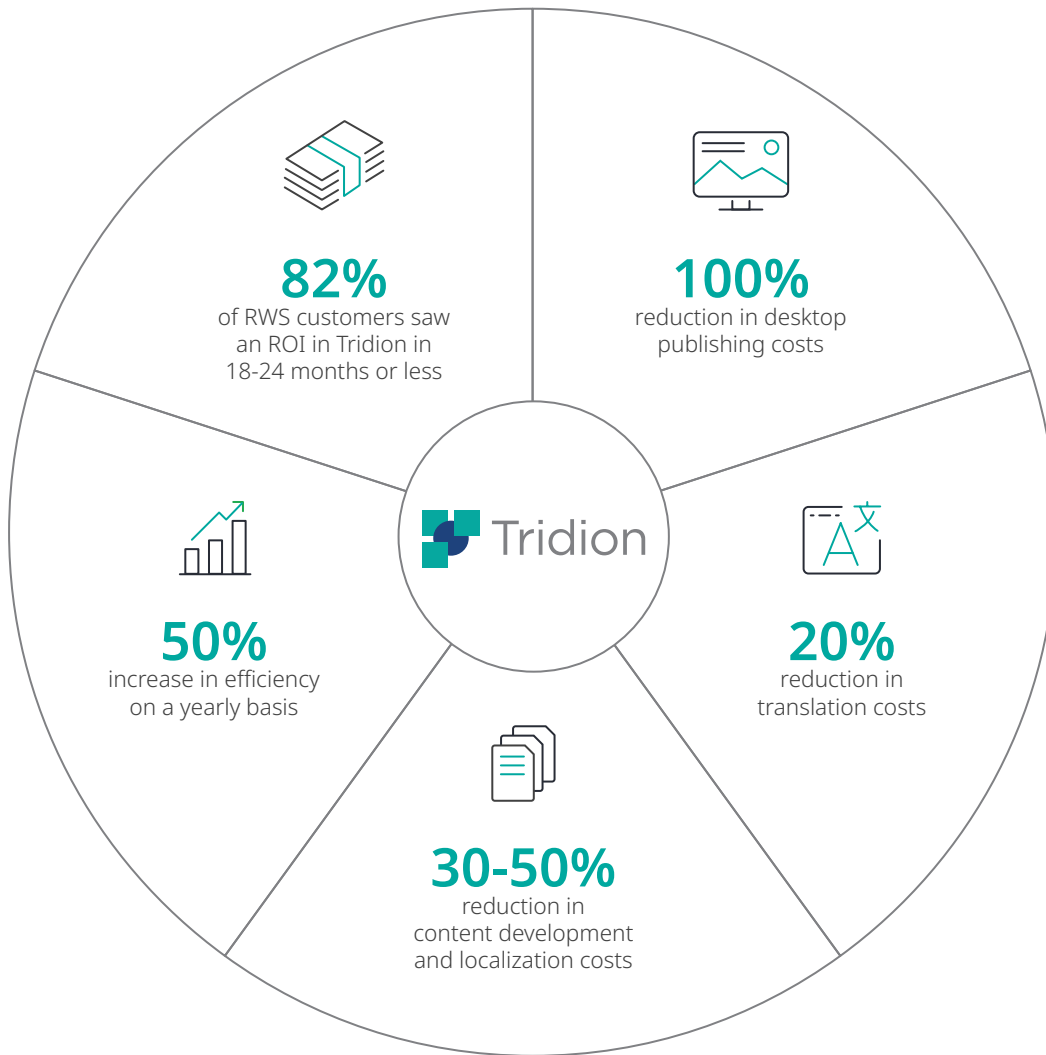
- Dynamic Documentation – a fully responsive, out-of-the-box documentation portal

- Headless content APIs – to deliver personalized content to any digital touchpoint

- Scalability – to support global content distribution and delivery

With Tridion you can serve your audiences with the content they need, in the format they prefer.
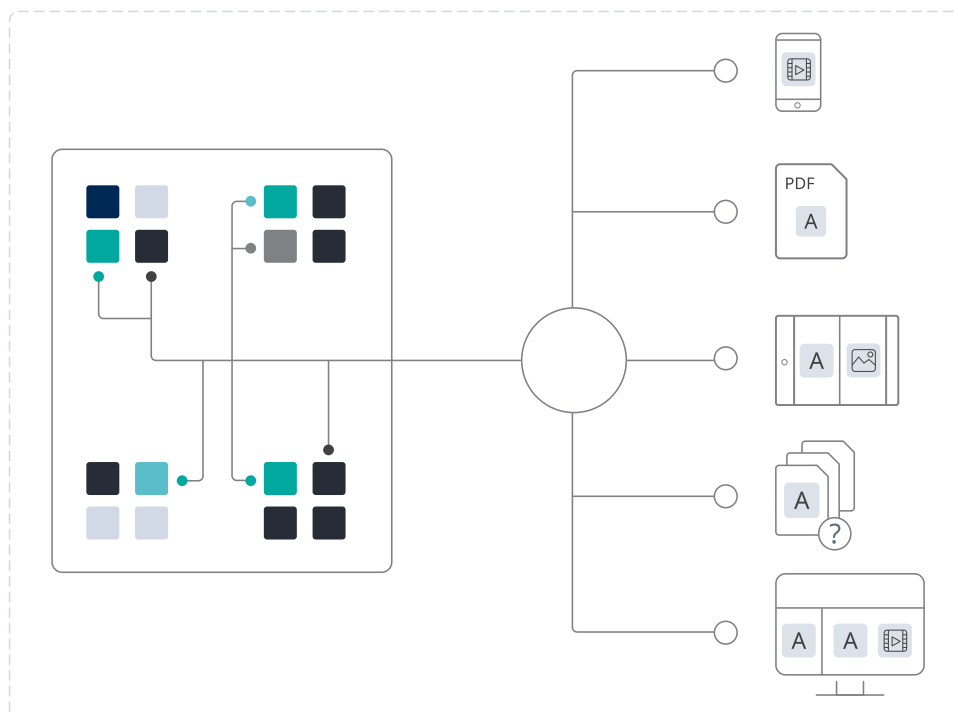
Automatically publish single-source content to multiple channels and output formats

Discover the quantitative benefits of Tridion

82%
of RWS customers saw an ROI in Tridion in 18-24 months or less

100%
reduction in desktop publishing costs

Tridion

50%
increase in efficiency on a yearly basis

20%
reduction in translation costs

30-50%
reduction in content development and localization costs

Find out more, visit

rws.com/tridion

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**