



acrolinx case study



Faster Go-To-Market Thanks to Consistent Product Information



CHALLENGE

- Launching a product and having its documentation ready at the same time
- Guaranteeing consistent and flawless structure and language
- Reducing costs (in both the editorial and translation processes)
- Implementing company-wide standardization (in both terminology and text blocks)
- Integrating third-party documentation
- Integrating after-sales service documentation



BENEFITS

- Linguistic intelligence ensures consistency by maintaining company-wide language standards
- Controlled terminology
- Higher reuse of text blocks improves efficiency and speed in the editorial and translation processes
- Having approved terms and language in product information materials reduces liability risks
- Reduced translation costs
- Euro VI-compatible product



MAN Nutzfahrzeuge is a global brand for buses, trucks, and all-terrain vehicles. MAN stands out from its international competitors thanks to its innovations, which must quickly find their way to the marketplace. Products with a high degree of innovation, in particular, depend on having efficient product information material, instruction manuals, and after-sales service.



Challenge

For capital-intensive goods, simple usability, maintenance safety, and repair efficiency are decisive factors for success. In order to meet these challenges, technical documents for a product must be prepared in real or near-real time with its launch. At MAN, all new product information material must be generated in 23 languages and in an increasingly narrower span of time. Given these circumstances, the company decided to introduce the use of a web-based system in preparing all of its product documentation for buses and trucks. The goal of establishing a centrally administered content management system for technical documentation was to increase efficiency in the editorial process and lower translation costs by improving the consistency of content organization and corporate language.

Creating authorized terminology allows information developers to share and standardize content across the company. Doing so also guarantees a high percentage of text reuse and greater consistency in translations.

In addition to improving the speed with which consistent documentation is localized, the plan also aimed to integrate third-party documentation more smoothly into the localization process. Yet another task involved integrating after-sales service documentation, which relays content to service outlets, customers, and non-affiliated repair shops in a cost-effective manner via various media (DVDs, online, in print).

Approach

MAN has developed a company-wide, server-based documentation system known as MANOffice®. Integrated into this system is the Acrolinx software solution, which ensures consistency and standardized processes via its linguistic intelligence, language and author management, and defined terminology. To do this, Acrolinx ran a term extraction utility over a representative set of MAN's data. Terminologists at MAN then identified which terms to include in the terminology database, which was followed up by the creation of a standard terminology list and defined standards for content organization.

Also entered into the system were suggestions for improving style, reusable blocks of information and formulation patterns, warnings, and specialized, company-specific vocabulary. This process provides the basic configuration for linguistic consistency in the content management system, which can be continually refined through use and supplementation. In addition, the collaboration opportunities between content and technical editors, made possible by the system, continually expand its corpus of terms and formulations in a way that steadily improves the system's efficiency.



Results

Introducing the Acrolinx solution has resulted in a standardization and acceleration of processes and workflows in technical content management across the company. This, in turn, has resulted in release-time reductions of up to 30 percent, and with predominantly technical content featuring a high proportion of specialized technology, this figure has even reached 50 percent. The writing guidelines enforced by Acrolinx ensure that inaccurate and inconsistent content can't make its way into product documentation materials. In addition, the efficiency of translations has increased considerably. Before introducing Acrolinx, various translation memories and text blocks with only limited value in terms of reuse were being employed. But now, the standardization of language and terminology resulting from the use of Acrolinx has significantly lowered costs. At the moment, there are 60 editors working with the system at six MAN sites. By integrating the operations of VW Brazil into the system, the number of Acrolinx users will grow even further – and, with it, also the need to make sure that style, terminology, and translations are consistent.

Introducing a system for consistent corporate language and terminology has proven to have yet another advantage: the introduction and simultaneous monitoring of a company-specific language for MAN Nutzfahrzeuge. Indeed, the presence of a recognizable voice in all company-related publications is a key factor in guaranteeing consistent brand communication.

The Company



MAN Nutzfahrzeuge

- Largest company in MAN Group
- One of the leading truck manufacturers
- Headquarters: Munich, Germany
- Employees*: 36,000
- Production*: more than 96,000 trucks and 7,000 buses
- Sales*: more than 10 billion €
- Over 1,300 service centers worldwide
- Main growth markets: China and India

*Figures from financial year 2008.



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