



**single-sourcing**  
s o l u t i o n s , i n c .

**Where Are They Now?**


# Agenda

- Success stories from companies who have been doing dynamic information delivery for a very long time.
- And maybe some new ones too..



Invest in  
technology and  
take it to the limit





How do you know when  
you've reached the limit?

374 B-134

VICTOR AND EDISON  
MACHINES \$1 PER WEEK  
NOTHING DOWN

McCLELLAN  
PHOTO & ART ROOMS

EDISON  
RECORDS  
NOW IN









# Fundamental Change

# ROBINSON CRUSOE



DANIEL DEFOE

Pierce Brosnan



ROBINSON  
CRUSOE

The Greatest  
Adventure of Them All

A lone U.S. astronaut  
pitted against all the odds beyond this earth!

ROBINSON  
CRUSOE  
ON MARS

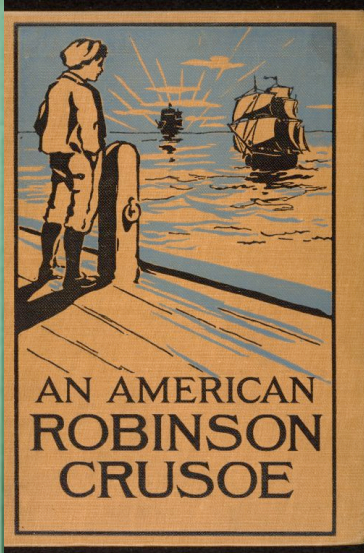


CLASSIC COMICS  
ROBINSON CRUSOE  
BY DANIEL DEFOE

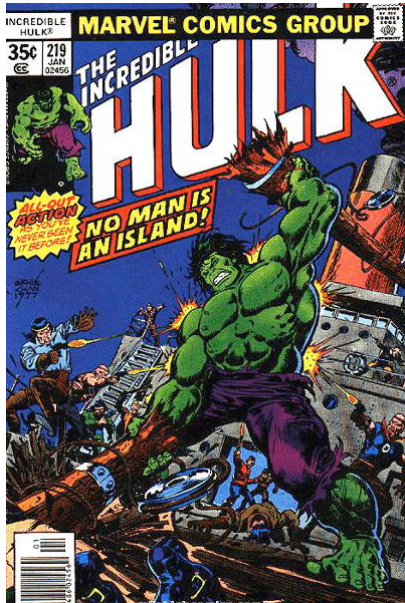
NO.  
10  
FIVE



ROBINSON  
CRUSOE




AN AMERICAN  
ROBINSON  
CRUSOE




GILLIGAN'S ISLAND

Copyright © 1998 Gilligan's Island Fan Club



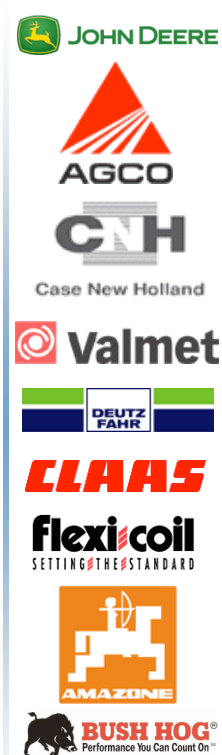
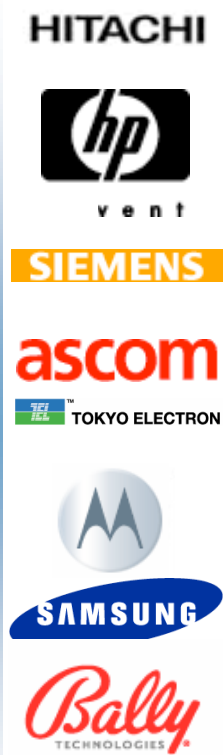


The most successful businesses  
for the next century  
will turn out to have been based  
on a combination of  
competence and passion



Understand what specific product or service you offer, and then do it as well and expertly as possible.

# Wide Array of Customer Successes with Arbortext





# Some Old Customers

# Life Science (1)

## Company

Medtronic

Large international corporation with varied and complex products

Organization is divided by business units

Each business unit is given autonomy

## Business Drivers

Speed time to market

Meet regulatory requirements

Exceed quality standards

Need a better way to reuse information

Automate process and drive down cost

# Solution: Arbortext

Selected Editor and Publishing Engine They had the chance to see what Caterpillar had done with Arbortext, began implementation 1999

- Achieved 90% reuse; by 2005 had exceeded optimistic projections and all other commitments
- Translation costs down from \$50 to \$5 and still trending down due to XML authoring
  - ***“Reuse is directly proportional to chunk size”***
- Drastically reduced time to market
- Traceable quality improvements: Documents produced by the system are held to the regulatory standard of class 3 device
- Achieved a higher ROI than if they had put the money into another product—
  - Star of Excellence for their BU and the Medtronic Star

***“The most successful project” that Medtronic has ever done***



# Heavy Equipment

- Caterpillar
- Industry leaders in heavy equipment for over 80 years
- Global product sales
- Over 300 products
- Initial implementation: approximately 1990
- Presenting at PTC/User this year on latest implementation

So.. No News Yet!



# Life Science (2)

## Company

I cannot disclose at their request

Large international corporation with varied and complex products

## Business Drivers

Existing platform was not validated

Wanted true Content Management, to have content libraries and be able to populate changes

Workflow was essential: need to be as efficient as possible.

# Solution: Arbortext

Selected Editor and Publishing Engine (OOTB) and Documentum for content management

- Original implementation:
- Volume is in the high thousands of docs with reused content.
- When something changes, they can republish them all without a human being touching it
- Support 60 users with 5 support staff
- Very satisfied with the solution they chose
- Now looking at new, more interesting next projects that can be implemented faster because content is already in XML.

***“This is Bottled Gold!”***



# Heavy Equipment(2)

## Company

John Deere  
Founded in 1897  
Largest equipment manufacturer  
of Agriculture ,Turf,  
Construction, and Forestry  
Large international corporation  
with varied and complex  
products

## Business Drivers

External Dealer infrastructure  
/Internal and external content  
creators  
– mixed content creation  
stream with wide variations in  
available technology  
Consolidate toolsets/suppliers  
and content (100 repositories  
to 1)  
Reduce cycle time  
Leverage translations worldwide  
(7 processes to 1)  
(35 TMs to 1)  
Multi-channel publishing

# Solution: Arbortext

Selected Editor and Publishing Engine (DCAM) and Documentum + Trados (SDL) + “Service ADVISOR” created by RWD

- Initial implementation was in 2000, tried to reach the original team in 2010 but their system was ***working so well***, no one’s left.
- As of 2004...
  - 3 million “pages” (SGML) with 3 million “graphics” and 33+ languages in 35 TMs
- 50% reduction in translation cycle time due to repository consolidation and translation processes
- 50-60% reduction in “freeze date” for new product content
- Could integrate with dealers automatic publishing to multiple outputs
- Able to achieve more with less resources

**“system was *working so well*, no one’s left!”**

# Harcourt (FL)

- Initial implementation: (need to verify)
- Became Houghton-Mifflin, HQ in Ireland, continuing to consolidate their business units

## BUSINESS DRIVERS

- It was a long project, they were attempting to implement a system with XML as the editing backbone and content management

## SOLUTION

- Arbortext Editor

## RESULTS

- Executive shakeup combined with series of layoffs
- Most of the technology people, including the CFO, went to the wind
- No one if knows the project in the US ever got through implementation
- Made a lot of headway, but when you start then the business changes, you don't have the opportunity to get where you really want to go

# Financial Publishing House

## Company

One of the oldest public companies in the US

## Business Drivers

Complex style-intensive documents – used for marketing/websites

Drive toward greater efficiencies

Clients wanted rapid turnaround on in-house rush edits

Evolution toward self-service model

Challenged with XML/XBRL for financial statements

Not all source content is XML

# Solution: Arbortext

## Selected Arbortext Advanced Print Publisher (3b2)

- Initial implementation was in 2003
- Page-level granularity: page proofs, every job is customized with generic, all-purpose tools
- Unlimited flexibility in document comparison – in WYSIWYG
- Excellent foreign language ability
- 2010: Compositors work with both the formatted document and formatting code, side-by-side. Significantly improved productivity, accuracy and page turnaround times while shortening staff training cycles.

# Network Equipment Mnfg

## Company

Juniper Networks  
Architecting the new  
network  
Large international  
sales and support of  
high-performance  
network infrastructure  
equipment

## Business Drivers

Go from FM to XML;  
manage reuse  
across books,  
multiple books,  
multiple releases  
Wanted to have content  
libraries (SIGDOC  
2003 paper)

# Solution: Arbortext

Selected Arbortext Editor, Publishing Engine (OOTB) Interwoven for content management

- Original implementation: Reduced 1 week publishing to overnight/black box.
- Since then:
  - Moved to topic-based authoring
  - All BUs are in XML: Techpubs now produces 50% of all content on juniper.net
  - Consistency, content leverage across business units: Single content repository
  - 8 people (represents 6-7% of Techpubs overall)
- Future:
  - Looking at customized content and dynamic books

# Telecom Equipment Company

## Company

## Business Drivers

Had an existing SGML implementation throughout the 90s that failed

Needed distributed, 7x24 accessible globally by internal writers and vendor writers as well

Merged all technical publications teams across all product lines into one functional business unit

Business case was built on reuse because design teams were working that way (20%)

# Solution: Arbortext

Selected Arbortext Editor, DLM, Publishing Engine, Documentum content management with Arbortext API

- Implementation
- Team of 6-8 (not including IT) supported 600-700 technical publications staff now only requires 1 staff member supporting 250 technical publications staff and can still get everything out the door
- *“The system is all running today like a Cadillac. Ultimately it’s humming right along.”*
- Proprietary DTD that was DITA-like in the end
- ***“This is all doable because of the fact that we went to XML and Arbortext and Documentum in 2004.”***

***“They see what we’ve done and are very, very envious”***



# Some New Customers

(for future stories)

# Ingersoll-Rand Club Car

- Ingersoll-Rand keeps pace with product information supporting more than 90 models in 17 languages
  - Includes operator manuals, service information, illustrated parts catalogs and sales collaterals



## BUSINESS DRIVERS

- Improve global dealer service performance with real-time access to model-specific information in all required languages
- Cut information delivery production costs, reduce cycle costs, improve information accuracy

## SOLUTION

- Reuse existing product and data from engineering and operations
- Enable collaborative authoring and multi-channel publishing to support variable formats and languages

## RESULTS

- Translation savings will exceed \$92,000 in the first year and \$500,000 in the first three years
- The publishing lifecycle was reduced from 25 days to 5 days
- Publications available online and paper-based

# Porsche

Porsche supports 10,000 mechanics worldwide with integrated information processes tied directly to product data to ensure information accuracy and consistency

## BUSINESS DRIVERS

- Support 600+ dealerships worldwide with up to date, relevant information to reduce service errors
- Improve technician productivity, cut information production costs

## SOLUTION

- Provide product-configuration specific service information tailored for a precise service task in minutes to minimize a technician's search for information
- Produce service information automatically to the format, online and offline, and language needed for the immediate repair
- Unify more than 10 disparate authoring and delivery processes and links service information directly to actual, real-time product data
- Provide closed-loop reporting on the service task to identify procedural errors

## RESULTS

- Minimized service errors, increased productivity, and improved customer experience
- Reduced information production costs; minimal manual labor, unified processes



PORSCHE

# Miele & Cie

Miele & Cie is a leader in premium household appliances across five continents with 16,000 employees worldwide

- Includes operator manuals, service information,
- illustrated parts catalogs and sales collateral

## BUSINESS DRIVERS

- Cut illustration delivery production costs, reduce cycle costs
- Synchronize and optimize the product lifecycle management process

## SOLUTION

- Reuse existing 3D CAD data from PTC Pro/Engineer
- Enable collaborative authoring and multi-channel publishing to support variable formats and languages

## RESULTS

- Seamless leverage 3D data produced a substantial reduction in overhead to manage updates from existing documents
- Highly disciplined and coordinated approach resulted in realizing expected benefits after extremely short lead time



# Schneider Electric

Schneider Electric had implemented a global PDM system to support their business strategy and commitment to quality product development.

## BUSINESS DRIVERS

- Wanted to enhance this system:
  - To increase the productivity of its change process through improved consistency between product and manufacturing data
  - To improve usability within its purchasing department



## SOLUTION

- Windchill module that reinforces the part lifecycle to provide improved quality to manufacturing change notices
- Capabilities implemented: Enterprise Content and Process Management
- Processes improved: Change Management

## RESULTS

- Improved data quality provided to manufacturing through enhanced engineering change notice and part lifecycle management

# ZTE

ZTE中兴

Founded in 1985, ZTE is China's largest listed telecommunications manufacturer with shares publicly traded on both Hong Kong Stock Exchange and the Shenzhen Stock Exchange.

## BUSINESS DRIVERS

- Reduce its time-to-market
- Improve quality of content
- Delivery customized content based on user profiles

## SOLUTION

- Processes improved: Change and configuration management, product publications, technical publications
- Capabilities implemented: XML Authoring, planning, enterprise content, and process management, dynamic publishing
- Arbortext DITA solution with training

## RESULTS

- Managed publication content as a single source of reusable components
- Created and updated publication content with multiple authors concurrently
- Established a collaborative process for managing the publication process
- Automated formatting and delivery of publications





Our approach is to provide just the right amount of assistance to take new Arbortext customers from purchase to production.

### Who we are

- Single-Sourcing Solutions was founded in 2005
- The only 100% licensed distributor of PTC's complete Dynamic Product Information solution in the West:
  - Arbortext Content Manager
  - Arbortext Architect
  - Arbortext Editor
  - Arbortext Styler
  - Arbortext IsoDraw
  - Arbortext Publishing Engine
  - as well as other Arbortext associated products.
- Our customers cover a vast range of verticals from, Aerospace & Defense, Automotive and Industrial, Technology, Networks, Services & Government, Software, Publishing, and Life Sciences.
- Our team has over a decades experience in product and process information documentation publishing, editing, and conversion experience.
- Over a decade's experience with the Arbortext toolset.

### Our team will help you jump start your program by:

- Assessing your specific needs for the near term and long term
- Configure output styles.
- Collaboratively working with you to create the optimum learning path for your team.
- Acting as a mentoring resource as your internal team gains momentum.





**single-sourcing**  
s o l u t i o n s , i n c .

Thank you!