

Deliver Higher Quality Information
Faster – at a Lower Cost

The Quality of Your Publications has a Direct Impact on the Success of Your Business



Customers are overloaded with irrelevant information

- › 90% of published information is stale
- › Despite having plenty of information, customers often cannot find what they specifically need
- › Your field service force is dispatched to calls with incomplete or incorrect documentation
- › Help desks desperately shuffle through a myriad of papers
- › Organizations frequently publish incomplete or outdated information

It's no wonder that customer satisfaction is low, service costs are rising, and legal exposure is high.

Moreover, producing inadequate documentation comes at a high cost. By using traditional publishing software, authors typically waste 30% to 50% of their time formatting documents, time that could be better spent on content creation and improvement. Often, authors resort to re-creating content that already exists but is difficult to find. And, if they do succeed in locating the content, the typical use of copy/paste results in another instance of information that must be separately maintained indefinitely. Lastly, inconsistencies in the sequence and structure of information across similar documents make the information difficult for readers to understand.

Incomplete, inaccurate, or outdated information hurts your business

- › Do you know if all your customer-facing documents are up-to-date? How frequently do you refresh them? What do your customers do when they cannot find information?
- › Have you estimated the number of field service errors or repeat calls that weigh down your costs due to missing or inaccurate information? Do your manuals ever include outdated illustrations, contributing to confusion on the part of the reader?
- › Have you ever delayed product delivery because of lengthy documentation development processes?

Hidden costs add up and cut profitability

- › Have you estimated the time wasted by your employees re-creating existing content and updating multiple redundant copies of the same information?
- › Do you have multiple groups re-creating and reformatting the same information for different purposes across the company?
- › Are your development and management processes subject to regulatory or other forms of compliance?

The PTC Dynamic Publishing System

Improving the Quality of Your Information While Increasing Productivity

A Better Publishing Process

PTC recognized the deficiencies in traditional publishing and leveraged XML technology to enable a better process. Compared to desktop publishing tools, the Dynamic Publishing System, based on PTC's Arbortext® software, introduces two key innovations that revolutionize the publishing process:

Component-Based Authoring

By breaking documents into small components, the Dynamic Publishing System enables users to:

- Author and reuse the same information components, including text and illustrations, in multiple publications
- Assemble information in different combinations for multiple purposes and multiple audiences
- Easily and automatically update components across documents, with a single click

Process Automation

The Dynamic Publishing System eliminates the low-value, labor-intensive processes of traditional publishing software by automating the assembly of information in multiple combinations, and by automating the formatting and publishing of those combinations in multiple forms, both print and electronic.

The Result

Better information delivered faster and at a lower cost. And, by enabling information reuse, automation, and on-demand personalization, the Dynamic Publishing System helps you deliver more accurate, fully relevant information.

- Speed time-to-market by automating publication development
- Release publications simultaneously in multiple languages and multiple media formats
- Increase employee productivity by 30% by improving employee access to current, relevant, higher-quality information
- Deliver the most current, personalized training materials automatically to all your training locations and eliminate up to 75% of your publication costs
- Maximize your ability to win new business by cutting proposal response time by up to 50%
- Deliver personalized documentation to all your customers, with greater frequency of documentation updates
- Eliminate the need to create one-third of all new documents by facilitating reuse of existing information
- Eliminate up to 80% of your localization costs

Companies produce many types of documents, such as:

- Product sheets
- Operating instructions
- User guides
- Service manuals
- Training courses
- Scientific/technical/medical journals
- Regulatory submissions
- Textbooks
- Reference publications
- Policies & procedures
- Catalogs

“30-50% of workers’ time is wasted in searching and formatting documents.”

“The Hidden Costs of Information Work”
IDC White Paper, March 2005

“Most Arbortext customers see gains from 20% to over 50% in efficiency and productivity.”

IDC Research Study

Traditional Publishing Process: Slow, Costly, Inefficient, Error-Prone

Authors spend 30–50% of their time on low-value tasks such as reformatting documents and updating multiple instances of the same information that have been proliferated through copying and pasting.

What's Wrong with Traditional Publishing?

Though easy to use, traditional word processing and desktop publishing tools involve labor-intensive processes that lead to long publication cycles, infrequent updates, and “one-size-fits-all” publications.

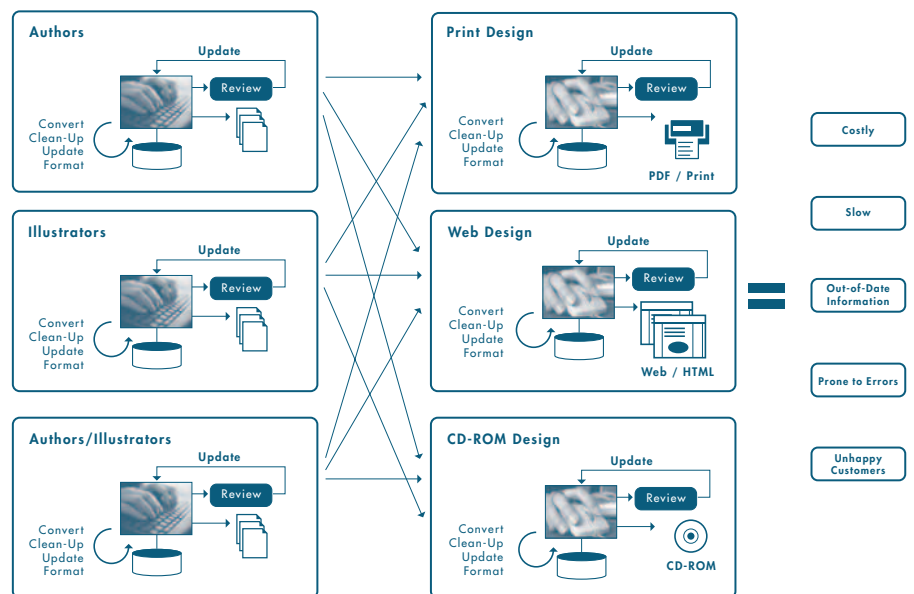
Manual, Redundant Tasks

- As authors create and update documents, they spend 30-50% of their time manually laying out pages, applying styles to each separate element of the document, redrawing illustrations, and squeezing paragraphs to adjust page breaks
- Each time a designer prepares a document for print, Web or other output, he/she must manually reformat the document

High Cost of Updates

- When information changes, authors must manually update every instance where it has been copied and pasted
- Illustrations – usually created from scratch – are not linked to publication source data and must be manually re-created with every product/procedure change
- When authors make updates, they must reformat the document for each output in which it appears

These issues are further complicated by the typically chaotic publishing environment: disconnected silos of information, lack of version and access control, and a poor means of collaboration yield publications that are stale, non-specific, and inaccurate. The result: lost/delayed revenue, dissatisfied customers, and substantial legal exposure.



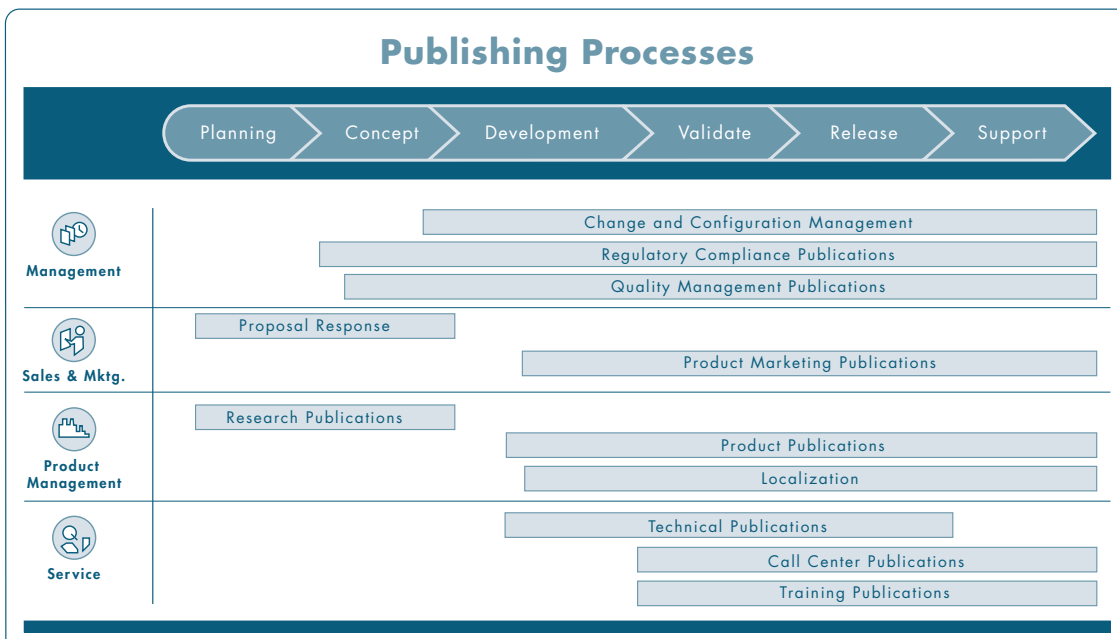
The traditional publishing approach is time-consuming, error-prone, and costly.

Optimizing Key Publishing Processes

A more effective publishing solution must:

- Enable concurrent development of multiple publications across a distributed environment
- Provide end-to-end process support
- Provide capabilities to:
 - **Create:** Author reusable content components and high-quality illustrations, and develop compound documents from those components
 - **Collaborate:** Enable teams to work together regardless of system or geographic boundaries
 - **Control:** Manage content across its lifecycle, enforce access control, and set up and monitor automated processes
 - **Configure:** Configure compound documents and manage versions, configurations, and formats
 - **Communicate:** Dynamically publish the information for different uses and audiences in a variety of formats
- Be easy to deploy, reliable, and simple to use

Publishing processes typically involve many organizations and span the lifecycle of products and services. The optimization of these processes is key to the success of your business.



The PTC Dynamic Publishing System

Process Approach

The Dynamic Publishing System optimizes the entire publishing process and provides end-to-end process support through a broad footprint of capabilities

Integral System

All components of the Dynamic Publishing System have been designed to work together to ensure lower integration cost, lower technology risk, and lower total cost of ownership

For Companies in Discrete Manufacturing

Discrete manufacturing companies often create technical publications that rely heavily on technical illustrations derived from product designs. The PTC Product Development System is ideal for this application because it provides key capabilities necessary to optimize the technical publishing process in manufacturing. The Product Development System provides discrete manufacturers with the capabilities to:

- Embed graphical content in documents that automatically update when product designs change
- Publish electronic versions of technical documents with accurate isometric 2D and interactive 3D technical illustrations derived from engineering design data
- Simultaneously manage engineering designs, changes, bill of materials, and technical documents

PTC offers the only integral, end-to-end solution for improving your information quality while reducing costs and time-to-market. Because this high-value solution comes from a single vendor, it delivers the added benefits of lowest deployment and maintenance costs, reduced risk, and lowest total cost of ownership.

Automation

The Dynamic Publishing System automates document workflow, manages the publishing process, and eliminates manual assembly, layout, and design of your publications. The Dynamic Publishing System automatically produces personalized variations of your documents, manages multiple document versions and component lifecycles, and publishes content to multiple types of media (Web, print and other formats) with many designs and in multiple languages. Additionally, the Dynamic Publishing System enables authors to create and manage high-quality technical illustrations and easily embed them in documents. Automation not only cuts costs and improves consistency, but it also enables you to update your information much more frequently to improve the timeliness and immediacy of your publications.

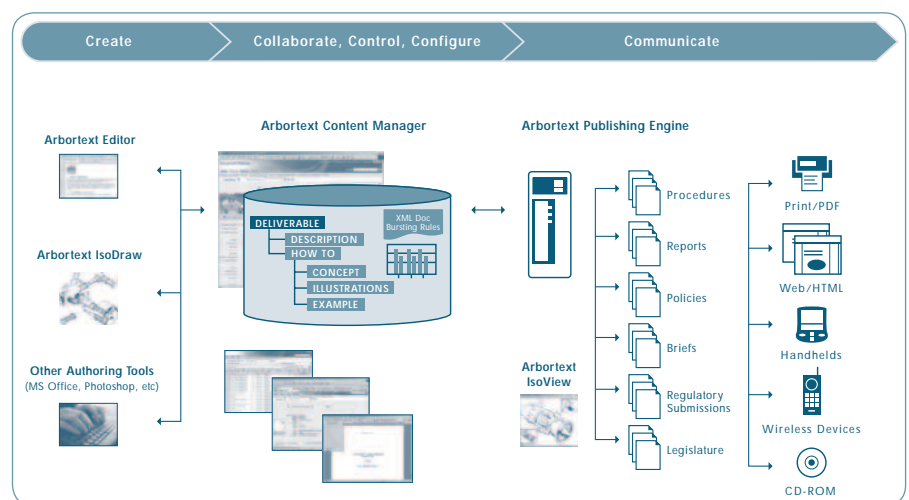
Structure

The Dynamic Publishing System applies XML to capture, assemble, and publish content, and then validates content at all process stages.

Having an XML structure not only provides the consistency that full automation of your processes requires, but it also provides guidance to your writers to ensure that they create information that's complete.

Single Source

The Dynamic Publishing System allows you to eliminate redundancy by creating a 'single source of truth', which facilitates search and reuse of information components and eliminates manual updates to multiple instances of the same information.



An integral Dynamic Publishing System optimizes the publishing process to achieve improvements in time-to-market, quality and cost.

Realize the Most Value from Your Dynamic Publishing System

through Services Delivered by PTC and Our Partners

Realize More Value, Faster

With 20 years of product development consulting and training expertise, PTC Global Services helps leading companies of all sizes realize the full value of the Dynamic Publishing System. That's because our focus is on customer value, not just the installation of our software. We provide customers with a blend of process consulting, system implementation services, innovative education solutions, and value management that ensures customers have the right processes in place to fully leverage our technology. We also ensure that customers have the right education program in place to drive adoption.

Services and Training Solutions for Dynamic Publishing System customers:

Value Identification and Planning

PTC can help you determine the priority of your business objectives linked to Product Lifecycle Management, create a roadmap for achieving process improvements, and provide the technology, infrastructure and adoption guidance required to support them.

Implementations

Achieve product development objectives through the effective deployment of one or more components of the PTC Product Development System. Each implementation includes a blend of process consulting, technology deployment, education and value management services that customers need to realize the most value.

Education

Learn from the experts. PTC University offers the largest variety of Dynamic Publishing System technology training courses in the world. Training is available in over 100 PTC University Training Centers around the globe, or online through our eLearning solutions. Over 25,000 students each year turn to PTC University for all their PTC technology training needs, and another 30,000 use our eLearning subscriptions to improve their skills. Plus, for larger Dynamic Publishing System customers, we offer personalized, corporate learning programs that maximize user productivity, while minimizing training downtime. Visit www.ptc.com/training for information about the Dynamic Publishing System training options.

Expansion

A structured methodology to build on an existing PTC technology investment, whether it be upgrading technology, maturing a process, or delivering additional training.

The Right Team, Tools and Technology – PTC's comprehensive Maintenance Support program that delivers additional productivity benefits:

- A carefully coordinated system that helps your organization reach its full potential, reduce downtime and ensure maximum ROI from its PTC software investment
- Software releases that can include new features, as well as architecture, performance, and infrastructure enhancements
- Access to 240+ ISO-certified technical experts in our worldwide call centers who are all connected to a single database, available 24 hours every business day, with multiple language support
- Award-winning, online, self-service support tools with access to more than 45,000 documents that are updated regularly and can be automatically emailed based on your preferences



The Power of PTC

PTC provides leading Product Lifecycle Management (PLM), content management and dynamic publishing solutions to more than 50,000 customers worldwide.

Software Products

- Broadest integral suite of solutions that enable companies to:
 - Create product information
 - Collaborate in a globally distributed environment
 - Control product development processes
 - Configure product content
 - Communicate product information to multiple systems and audiences
- Rigorous testing to ensure that products work together – and work for you
- Designed for incremental deployment to ensure successful adoption

Product Development Processes and Initiatives

- Unique process-oriented approach to product development to deliver maximum value
- Technology-enabled process optimization to advance defined customer business initiatives
- Product Development System supports end-to-end processes to accelerate deployment time and reduce cost

Industry Solutions

- Extensive expertise across a broad range of industries
- Demonstrated customer success in providing tailored solutions for specific industry needs
- Solutions support industry-specific business processes both within the enterprise and across the supply chain

Services & Support

- Product development consulting to define and develop best-in-class processes
- Assessments and implementation services to deploy technology with minimum disruption
- Education curricula to accelerate adoption and boost productivity
- Global maintenance support that delivers the right team, tools and technology – available anytime, anywhere you need them for product development success



To learn more about how Arbortext products can help your company create and delivery high-quality product information, please visit our website at:
<http://www.single-sourcing.com/>

PTC Dynamic Publishing System

PTC's integral Dynamic Publishing System delivers the key capabilities – Create. Collaborate. Control. Configure. Communicate™. – organizations need to optimize their publishing processes. And our proven, incremental implementation approach can help companies of any size accelerate adoption, minimize risk, and speed time-to-value.



Arbortext®

Dynamic Publishing Software

Arbortext Editor™

Component-based Authoring

Arbortext IsoDraw®

Technical Illustrations Creation

Arbortext Content Manager™

Content and Process Management

Arbortext Publishing Engine™

Dynamic Publishing

Arbortext IsoView®

Intelligent Technical Illustration Viewer





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