

Integrated Technical Content Delivery System Lead to Significant Annualized Savings for an Automobile Major



SITUATION

The client being a leading automobile manufacturer, has to support all its vehicles with certain user guides and technical manuals. These books have to be informative enough in order to help the customers attain thorough understanding of the vehicle that they are buying. The informative content for these books are created and designed by the client's technical publication team

IMPACT

The existing process being mostly manual and unstructured, the entire task of content creation, recreation and reuse was a laborious and time consuming task. Lack of a structured system in place and lack of standardization of document styling further caused work duplications, delays, communication and tracking issues within the team. This also led to limited scope for reusability of common and existing contents and uniformity of representation

RESOLUTION

To address the requirement specifications, ITC Infotech designed a solution using PTC Arbortext product capabilities to enable an automated and integrated system to create and manage the client's technical publications. All technical content files were structured logically in DITA (Darwin Information Typing Architecture) format with the capability to flexibly reuse contents in other manuals. The style sheets were also defined, designed and integrated with the DITA files

The Customer

The client is an Indian multinational automobile manufacturing corporation and is one of the largest vehicle manufacturers by production in the country. Having a global presence across countries, it manufactures and exports, various models of SUVs, saloon cars, commercial vehicles, two wheelers and tractors.

The Need

All manufactured vehicles that are sold in the market, have to be supported with certain user guide books and manuals. These books have to be informative enough on the technical usage and maintenance details of the vehicles, so that it helps the customers to have a thorough understanding of the vehicle that they are buying. These books and manuals are created by the client's technical publication team.

However, there was no structured approach for the technical content creation, storage and management process. The existing process being mostly manual and unstructured, the entire task of content creation, recreation and reuse was a laborious and time consuming affair. Lack of a structured system in place and lack of standardization of activities further caused work duplications, delays as well as task allocation, communication and tracking issues within the team. This also led to limited scope for reusability of common and existing content and uniformity of content representation.

The client therefore, wanted to have a streamlined system in place that would enable them to standardize and accelerate their technical content delivery process. They were looking for a software

platform that would help to automate the process, allow addition of defined document styling principles that would enable the team adhere to the set standards and produce uniform content and design elements, reduce errors and duplicities, as well as enhance productivity.

The Solution

Keeping in mind the requirement specifications of the client, PTC Arbortext was chosen as the right product platform based on which ITC Infotech designed the solution. Arbortext is a software product that enables creation and content management of technical publications. It also enables automatic proofreading of the document and helps to find and rectify errors.

ITC Infotech completely understood the client requirements and their unique document styling needs, based on which the required configurations and customizations were made within the software. The required styling principles and the defined rules for content and image style sheets were configured within the software to get the desired business results. This has enabled the organization to not only get an automated system to create and manage its technical contents, but also get an uniformly styled document for each booklet type, based on the defined guidelines.

The project started with delivering 5 technical booklets (like dealer directory, service coupon booklet, user manual, etc.) that were to be given out with one of the client's vehicle model. There were in total 650 pages of these 5 booklets that needed to be delivered using Arbortext.



As part of the solution implementation that was executed, ITC Infotech logically structured the entire content and stored it in DITA (Darwin Information Typing Architecture) format. The DITA files were later mapped in order to structure them as per the technical document. Post that, the required style sheets for each of the documents were linked with the files so that the documents could be designed and created as per organization standards. The entire solution is designed in a way that in case any section of a document or a topic needs to be reused, it can be done easily and directly.

Solution Highlights:

- Defined and designed the style sheets with highest quality
- Opportunity to deploy solution across various product lines
- Logically structured the technical document with a capability of flexible reuse of contents in other manuals
 - Avoids duplication of work
- Auto indexing capability added to display single entry at multiple occurrences in a document
 - Ease in document navigation
- Auto selection of hazard statement images with preconfigured text formatting
 - Elimination of non value added activity
- Flexibility to resize images in Editor
- Detailed & Structured documentation on the solution delivered to client

Business Benefits

- **Product Information Delivery & Operations Cost**
 - Eliminated manual layout and formatting
 - Enabled efficient and parallel content creation and editing with ability to reuse across documents
 - Improved productivity - support growth without linear scaling of staff
 - Decreased likelihood of introducing errors (and associated validation cost) in product information
- **Consolidation to Single Enterprise System**
 - Provides visibility to project scope and implications to all products/platforms and publications impacted
 - Reduced product information research time for content creators and consumers
 - Improved product/platform information maintenance, integrity, security, sharing & distribution
 - Enabled more sophisticated content delivery options
 - Options to reproduce content in multiple formats like print, PDF, web & HTML
- **Value Potential - Annualized Savings**
 - For the given product line, ITC Infotech's solution for technical documentation has resulted in overall page reduction by 70 pages
 - Opportunity to renegotiate printing and packaging cost
 - Potential annualized savings of up to **INR 14,50,000**
 - More cash liberation envisaged on horizontal deployment of solution across various product lines



ITC Infotech's PLM Practice

ITC Infotech is one of the leading Product Lifecycle Management (PLM) service providers globally. We have been PTC's preferred partner since 2004, providing Process Consulting, Implementation, Upgrade & Migration, Application Support, Enterprise System Integration, Testing and Infrastructure Consulting Services on Windchill, FlexPLM and Arbortext through our proven Hybrid Global Delivery Model.

We provide end-to-end Windchill, FlexPLM and Arbortext based services to our clients from varied industries, spread across the globe. With our wide range of experience from over 1,000 engagements worldwide, we have never failed to surpass client expectations.

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