# CLIENTSIDE

*Intelligence for Global Business*

### NEWS

*August 2008* FEATURE

# *Bridging the future of global commerce...*

**CSN** CLIENT SIDE NEWS

# @issue

By Keith Becoski

*"Bridging the future of global commerce…"*

Advanced technology advantages… Our feature story this month is an exciting case describing how GPRO Technologies has utilized the MadCap Software suite to seamlessly integrate their print and online content creating a consistent experience and reducing project time by up to six-fold. For the first time, GPRO's documentation team is in a position to create new revenue-generating products!

Across Translation Management Software increases knowledge worker productivity while cutting the administrative overhead for translations by more than 50 percent for the Power Distribution Division of Siemens; "…the processes are much more transparent, and project status can be queried at any time…"

***Special Note*** Page 19 story is a reprint of Nihon LocalSoft's case study from our June 2008 issue of CSN Magazine due to a graphics upload error.

# feature

## Realizing Seamless Translation in
## the textile industry

*By
Daniel Ng,
Manager of Knowledge Management
at GPRO Technologies Berhad*

**B**ringing state-of-the-art technology to the global textile and apparel industry is providing a bridge between very traditional businesses and the future of global commerce. That is true, not only for the radio frequency ID (RFID) based IT solutions and technologies we provide, but also the documentation we produce to support them. Our RFID tags streamline and improve supply chain logistics, but are ultimately value-added solutions when bundled into fabric for production tracking and lean process improvement on the shop floor for the labor-intensive sewing process. Although, we provide online documentation for instant access, there is still a high demand for print manuals and guides on the factory floor.

Managing multiple online and print versions of our documentation across a product line is complex. Because our Malaysian-based company serves a worldwide market, localization of help systems, print documentation and training material adds another layer of complexity. With so much textile and apparel manufacturing in Asia, we serve a large percentage of customers across the region, including China, Taiwan, Indonesia, Vietnam and Sri Lanka. To serve these customers better, we offer documentation in English, simplified Chinese, and traditional Chinese versions.

Recently, we migrated from working with different authoring packages for documentation to an integrated authoring and translation memory system software from MadCap Software.

In the process, we cut our project time by up to six-fold.

### MULTIPLE PRODUCTS CREATE MULTIPLE REDUNDANCIES

Given a choice, few people would elect to create their documentation using different products. However, when we first turned to authoring solutions four years ago, there were few options. We relied on Adobe Robo-Help for our English-language content, but because we couldn't get the kanji character support we needed with RoboHelp, we turned to Quadralay WebWorks for our Chinese-language documentation.

We quickly found ourselves in a circle of redundancy. First, neither product provided a way to easily convert online documentation into print or move print content online. As a result we would develop separate online and print files. Whenever there were revisions, we had to manually enter the updates, a process that could take hours each time there was a change or correction. With two different products for the English and Chinese versions of our documentation, we then spent additional hours to retranslate large portions of the content to ensure we caught all the updates.

To continually repeat the process was frustrating for everyone. While we provided quality documentation for our customers, there was little time for us to address their requests for custom versions. Moreover, we knew of opportunities to use documentation to help bring in additional revenues for the company. Unfortunately, we were too busy to act on them.
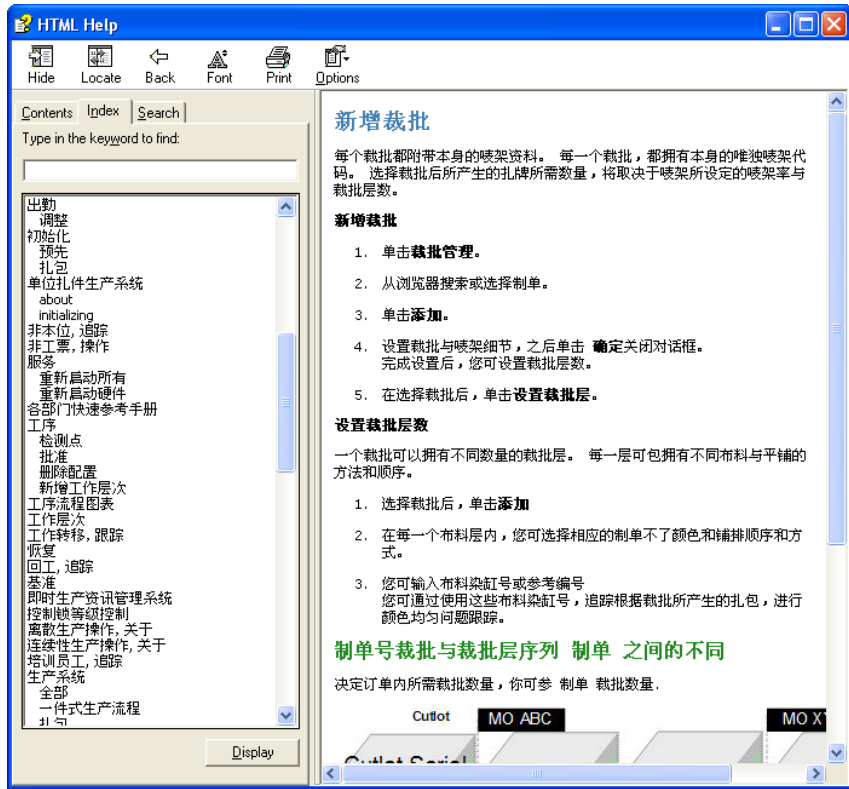
the documentation team uses it—whether they are working with English or Chinese content, facilitating collaboration. Variables allow us to make a change once and have it updated automatically throughout the document, eliminating the need for time-consuming manual searches and replacements. Reusable snippets, cross references and links in Flare also enable us to create and update content more efficiently.

Once the documentation is created, MadCap Lingo allows our translator to go into the Flare project to localize the content. Because the content never actually leaves the structure of the original Flare project, all the content, links and formatting are preserved in the translated version. This, not only saves time, but also facilitates quality assurance. If there are any subsequent changes to the documentation, MadCap Lingo will identify them, so that our translator can immediately focus on just those revisions. There's no longer a need to retranslate larger sections to make sure all the updates are included. In short, our translator can now focus on localization and not recreating the document.

We like using the Google translation service to assist with parts of our localization efforts. We are now finding MadCap Lingo's integration with Google translation to be a very useful and efficient way to utilize this resource.

Once the content is created and localized, we have the English, traditional Chinese, and simplified Chinese language versions all contained in a single Flare project. As a result we can choose to publish documentation online

## INTEGRATED AUTHORING AND TRANSLATION MEMORY

It was clear we needed to make a change. Since we had purchased our authoring tools, new products with a fresh approach to authoring and translation memory had come to market. Two of those products were the MadCap Flare authoring tool and MadCap Lingo integrated authoring and translation memory system from MadCap Software. Built on a common native XML architecture with Unicode support, they provided seamless integration and the ability to create a consistent experience in print and on the Web. The solution seemed tailor-made for our business, and we purchased the MadCap's software for our team in April 2008.
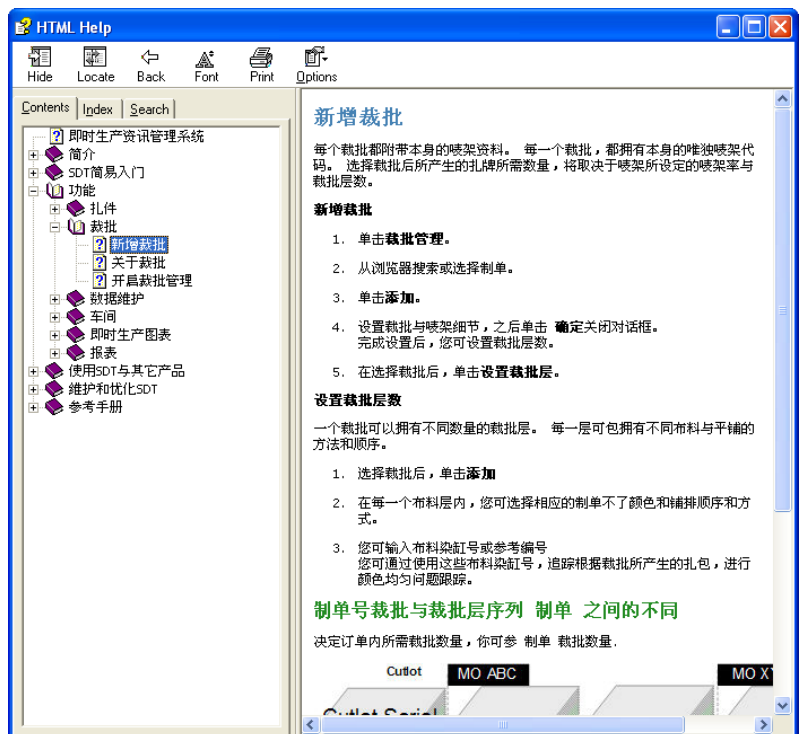
We were able to get up and running very quickly. MadCap Lingo and Flare are both intuitive, and they are backed by strong service and support. The online help and knowledge bases are state-of-the-art—we're even applying some of their practices to our own online content. MadCap also has an experienced technical support team. However, there are many times when we have not needed to contact support because there is a very lively and responsive community where it is possible to get quick responses to our questions.

Within a month of using MadCap Lingo and Flare, we fundamentally changed many of our authoring and translation processes and gained significant efficiencies along the way.

The changes start with content development. Because Flare includes full Unicode support for single-byte and double-byte languages, everyone on

or in print—in any of the three language versions—from this one source.

More recently, we have begun using MadCap Analyzer to optimize the structure of content within a Flare project prior to doing our translation and publishing. For example, it will suggest using a snippet if a piece of formatted content appears several times. Because MadCap's software is so tightly integrated, everything we learned in Flare, we have been able to apply to MadCap Lingo and Analyzer, saving our team a great deal of time.

### TURNING TIME INTO OPPORTUNITY

The combined features of MadCap Lingo, Flare and Analyzer have enabled us to gain efficiencies that have been as dramatic as moving from a typewriter to using Microsoft Word. We have now been able to complete some projects that used to take six months in as little as just one month.

We are making strategic use of the time saved by introducing new services and products to enhance customer service and create new opportunities for our company.

One of the most popular new services is providing different print versions of our HTML-based online documentation. We have some factory managers that just want a short reference guide, not the entire document. In other cases, the seamstresses need to have printed instructions next to their sewing machines. In the past, we would essentially have to create a special document, and often there was not the time to do so. Now with single-sourcing functionality in Flare, we can easily publish subsets of projects to deliver the documents that our customers want.

It is hard to underestimate the importance of this

service. Customers view the documentation as part of the overall product. Their ability to get content from us that is customized for their needs puts us a step ahead of the competition.

We are also evaluating where we can add new language
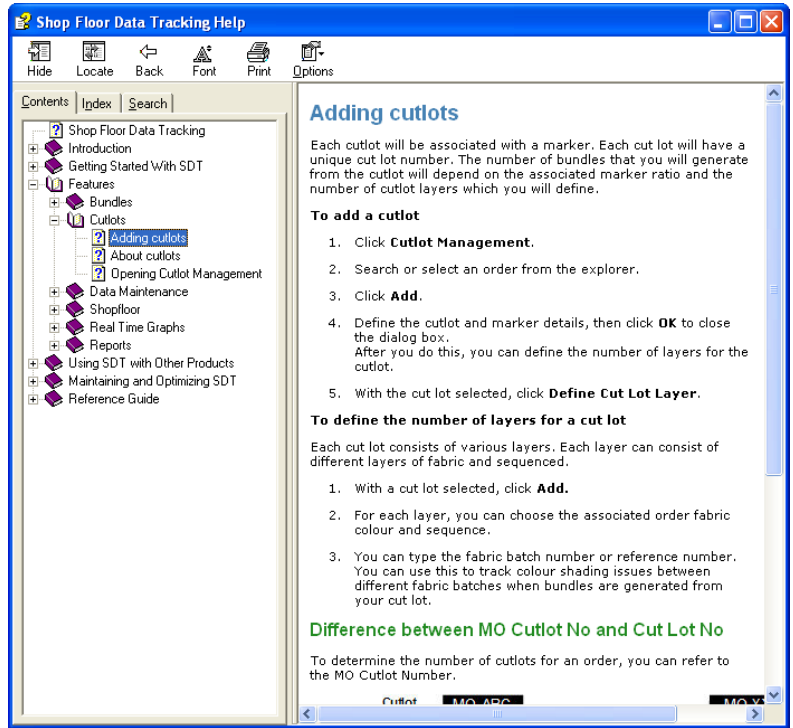


versions. It is easy to think of Asian countries being fairly homogenous. Yet in today's global market, it is not surprising, for example, to find a Portuguese manager in a Chinese textile factory. At the same time, localized documentation in Thailand, Vietnam and even India holds the potential to speed the adoption of RFID-based solutions in those countries.

As we look outward toward our customers, we have also been looking internally within GPRO. For the first time, our documentation team is in a position to create new revenue-generating products. We have begun developing consulting documentation that will be sold as part of the training and consulting services we provide on how to use GPRO solutions. Because of Flare's modular design, the consulting materials can be easily customized for different customer engagements.

We are at the forefront of our industry, which is highly competitive, and we are continually seeking new ways to stay ahead of others in the market. Documentation is a significant way we can differentiate ourselves, and MadCap Lingo and Flare have opened new doors that we are just beginning to explore.