

Global manufacturers now have a cutting edge product documentation and translation management solution to meet some of the most difficult challenges they face.

The Astoria & Idiom SaaS solution allows customers to:

- Implement a sensible, scalable solution
- Leverage SaaS solutions to control global content
- Reduce production costs
- Increasing customer satisfaction
- Speed time to market

*“Global manufacturers have to balance two conflicting objectives. On the one hand, they have to produce multilingual product documentation that addresses the growing complexity of modern-day products. On the other hand, they have to meet their customers’ expectations for simplicity. That’s the challenge Astoria and Idiom address with a best-of-breed SaaS solution for globalized and dynamic product documentation.”*

Bill Rabkin, Globalization Evangelist,  
Idiom Technologies.



# Astoria Demand

Dynamic Product Documentation



More Languages. More Markets. More Business.

## A BEST OF BREED SaaS APPROACH FOR GLOBAL DITA CONTENT MANAGEMENT

**Name a single global organization that has not felt the impact of globalization on its product creation resources.** You can't. It's an undeniable reality that for manufacturing companies selling products and services into international markets, globalizing all of their print and digital content is an absolute necessity. Yet the challenges of delivering localized, readable information are considerable. They become overwhelming when you pile on additional languages and locations. No wonder manufacturers are scrambling to find ways to produce multilingual product documentation that meets customer demands for simplified information. What they need is a solution that deploys quickly and at a low cost, and that meet the immediate need for globalized product documentation and simplified, straight-forward customer communications. A dissatisfied customer and a global-ready competitor hang in the balance.

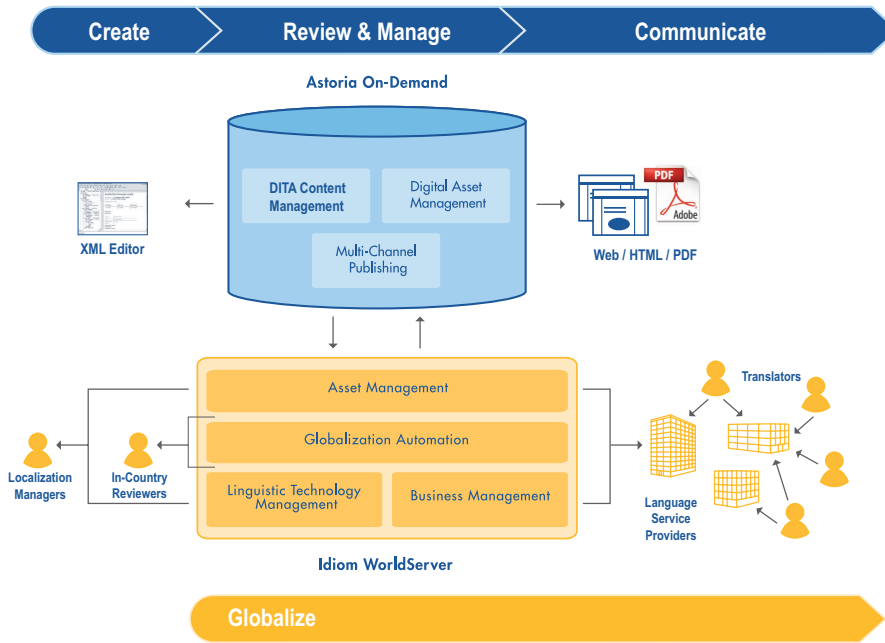
**With increasing frequency, global organizations are turning to Astoria On-Demand together with Idiom® WorldServer On-Demand™ to overcome these challenges.**

Astoria On-Demand is a best-of-breed XML Content Management System; Idiom WorldServer On-Demand is a leading Globalization Management System. Together these systems offer a scalable, software-as-a-service (SaaS) solution to the problem of creating and delivering product documentation that is globally applicable, technically accurate and free of needless complexity. As SaaS solutions working together, they deliver immediate deployment and robust integration. More importantly, customers of these on-demand services get ubiquitous access to an integrated and powerful platform for managing the complexities of creating and maintaining multilingual product documentation. Naturally, you would expect any SaaS solution to offer predictable, expense-based budgeting. That is certainly the case with Astoria On-Demand and Idiom WorldServer On-Demand.

**What is unique about this combination is the unparalleled ability of leading global organizations to use these services today to execute on such a variety of strategies:**

- Leverage XML and Darwin Information Typing Architecture (DITA) to optimize standards-based content management and localization
- Centralize content management and localization processes
- Streamline collaboration to maximize productivity
- Eliminate lag times between the availability of source and translated content to accelerate time to market
- Enforce global standards for information quality and consistency

# Astoria On-Demand™ & Idiom® WorldServer™ Integration



As a comprehensive, enterprise-class solution, Astoria On-Demand leverages technology and information industry standards — including XML and Darwin Information Typing Architecture (DITA) — to ensure a robust, adaptable solution that meets the fast-changing and complex product documentation publishing requirements of manufacturers. Meanwhile, WorldServer On-Demand is a web-based solution for essential GMS functions including advanced linguistic technology, translation process automation, content repository integration and management services. WorldServer simplifies and speeds localization processes for any content — from websites to documents to software. By automating many costly and time consuming activities, it eliminates delays in the availability of translated content, improves translation quality and lowers costs.

## Core features/benefits of integrated solution:

- **Tight collaboration** between content creation, updates, approval and localization to meet just-in-time product deliveries
- **Supports distributed** workgroups for concurrent content creation, management and translation
- **Central, server-based Translation Memory** reduces translation cost and improves quality by maintaining a sentence-by-sentence record of all previous translations
- **Terminology Lifecycle Management** promotes consistent brand identity and communications through the use of approved terminology in all languages
- **Translation Process Automation** accelerates translation activities and enhances quality by eliminating error-prone manual processes
- **Project Management facilities** provide up-to-the-minute information about every content asset and project in the system, promoting better decision-making
- **Freedom to use preferred tools and service providers** to optimize the globalization supply chain

## About Idiom Technologies

Idiom® Technologies is the leading independent supplier of globalization management systems — software solutions that automate translation and localization processes in concert with any content lifecycle solution or language service provider so our customers and partners are free to choose how — and how quickly — their content reaches markets worldwide. Idiom is headquartered in Waltham, Massachusetts, with offices throughout North America and in Europe. For more information, please visit [www.idiominc.com](http://www.idiominc.com).

## About Astoria Software

Astoria Software drives efficiencies in dynamic product documentation with on-demand delivery of structured content management. GE Healthcare, Texas Instruments, and other Forbes Global 2000 manufacturers rely on Astoria to meet rigorous market demands — increasing product volumes, accelerating time-to-market, and concurrent global customization. Astoria On-Demand reduces documentation costs up to 90% and compresses product launch cycles from months to weeks. Astoria Software is based in San Mateo, California. For more information, visit [www.astoriasoftware.com](http://www.astoriasoftware.com).

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