



“With Astoria and SDL, we transformed our business. We improved the quality, accuracy, and timeliness of our global product information, and reinforced our worldwide standing for quality and performance.”

Uwe Danner, Content Management Systems Project Manager, Siemens Medical Solutions

OVERVIEW

CUSTOMER PROFILE:

Healthcare Products & Services

- 31,000 Employees Worldwide
- Annually Publishes 100,000 Pages in Print and CD and Translates 15,000 Documents into 18 Languages
- Outputs to 4000 Customer Service Engineers

THE SOLUTION:

Astoria CMS

- XML Content Management Platform

SDL TRADOS

- Translation Memory

SDL MultiTerm

- Terminology Management

KEY BENEFITS:

- Reduced Printed Manuals by 90% Through Migration to Digital Media
- Cut Localization Cost by 30%
- Drove Annual Overall Savings of US\$1.13 Million
- Improved Customer Service and Satisfaction

The Challenge

Global markets demand high quality information

Siemens Medical Solutions sought assistance to improve its product documentation and customer service operations. Siemens Medical Solutions has delivered over 190,000 individual product manuals — each year publishing 2,200 technical documents, over 100,000 printed pages, and distributing this information in print and thousands of CD's. To address its various geographies, it translates 15,000 documents per year, publishing in up to 18 languages. To support this level of content development, management, localization and distribution, Siemens Medical Solutions utilizes 220 technical authors, a wide range of internal and external globalization services, and the efforts of its 4,000 customer service engineers (CSEs).

Even with this internal infrastructure, Siemens Medical Solutions had five critical challenges to address:

Reduce the time necessary to find correct product technical information for CSEs and end-user customers.

Many healthcare customers use multiple Siemens Medical Solutions products at a single site. Differences in the format and content of the supporting technical information across their product offerings made it challenging to find specific user operation or maintenance information quickly and easily.

Improve access to critical product technical information for over 4,000 CSEs worldwide.

The company's army of CSEs service all of the company's products in the field, across product lines. It's not unusual for one CSE to work on magnetic resonance, nuclear medicine, computed tomography, and ultrasound — so consistent, up-to-date and accurate product information is crucial.

Meet applicable regulatory standards worldwide.

Compliance is a growing requirement with new regulations regularly emerging from European and US agencies. Additionally, healthcare organizations strapped with financial burdens have become increasingly wary of any inefficiencies and unexpected costs.

Streamline content update, localization, and delivery of product technical information for faster time-to-market, while increasing accuracy.

Because Siemens Medical Solutions products typically have long lifecycles, there are frequent customer demands for updated maintenance and repair information.

Reduce costs of product information production and delivery.

Product information was delivered in a variety of ways, though most of it was through printed manuals, which are bulky and difficult to keep current.

These factors had a direct impact on infrastructure and costs. The writing staff had expanded to accommodate manual development for up to 120 countries. The cost of maintaining the existing content management system spiraled upward in the face of these issues and drove the need for change. Siemens Medical Solutions' goal was two-pronged: to make sure customers knew how to use their products properly and effectively, and enable its CSEs to quickly repair the equipment. To achieve this, they would need to more quickly deliver high-quality product and service information to their global customers and CSEs.



The Solution

Common platform for global delivery of consistent content

Working together to meet Siemens Medical Solutions' needs, Astoria Software, SDL International and TANNER AG provided a complete global information management solution. Initially, TANNER, a systems integrator specializing in print and publishing systems, assessed the situation for Siemens Medical Solutions and designed an overall architecture and information management process that:

- Separated content from layout and structure
- Provided a functional extension to globalization capabilities
- Enabled content component reuse on a global basis
- Empowered the non-publishing professionals to easily author, contribute and assemble information based on key topics
- Established output-independent processes for publishing to a wide range of media

The result was a common software platform built upon eXtensible Markup Language (XML), an industry information standard for rapid communication across disparate documents and formats. The core of this platform were products from Astoria Software and SDL. Astoria's rich XML content management solutions manage business-critical information for organizations with products that have long lifecycles that require frequent product information updates. Astoria manages content components at the smallest element level delivering flexibility to easily manage, update, and reuse it throughout other documents, while maximizing content accuracy. Siemens Medical Solutions used the Astoria XML Content Management Platform to facilitate easier content creation and updates. The system managed, stored, tracked content, initiated review and approval workflows as the content was developed. Astoria is integrated with Adobe FrameMaker to provide a standard layout across all documents and publishing formats.

SDL is the world's leading provider of global information management solutions and helps multinational organizations improve the quality and accelerate the delivery of multi-lingual content to global markets. SDL TRADOS Translation Memory was used to manage the consistent development and delivery of global content with local nuances. SDL established a cache of approved localizations, within the Astoria repository, which prevented duplicate localization efforts. SDL MultiTerm Terminology Management also provided a framework of terms in the source and destination languages that confirmed accurate and appropriate words and phrases to describe

particular medical products. To improve operations, Siemens Medical Solutions used SDL statistics and reporting to monitor localization operations that were outsourced as well as those performed in house.

TANNER integrated these technologies into a single XML-based architecture that spanned the Siemens Medical Solutions global information supply chain.

The Results

Global information management dramatically improves customer satisfaction and service

The new information management and publishing system from Astoria and SDL enabled Siemens Medical Solutions to achieve new milestones:

Improved customer service and satisfaction.

CSEs had better access to service documentation in the local language, viewed the latest updates, required less product training and were more eager to read materials. They responded faster to customer requirements and medical device service issues on a real-time basis, as evidenced by improvements in mean time to repair and first time fix rate.

Attained worldwide consistency and accuracy in local language documentation.

Customers were more knowledgeable about the medical products, more proficient in overall usage, and often conducted first level of troubleshooting. This improvement was largely due to the accuracy and precision of the information that was localized with regional nuance. Together, Astoria and SDL created a continuum of approved content — passages and terms for the source and all target languages — that was available for reuse globally, and ranged from documents to components to localization units to individual terms. In this way, the new architecture ensured that globalized content accurately conveyed the information and messages as originally intended.

Improved operational efficiency. Siemens Medical Solutions now delivers over 2,200 documents annually in up to 22 languages, delivered to the web, CD and other media. Going digital and standardizing on XML enabled the company to move from one publication issued every six months to a schedule of weekly updates.

Reduced costs and resource usage. Siemens Medical Solutions migrated its paper manuals to a variety of digital media, reducing its printed manuals by 90%. Content reuse yielded savings of 30% on localization. Overall, Siemens Medical Solutions expects to save US \$1.13 million per year (€ 900,000) when the system is fully implemented. To date, 70% of the old system has been replaced.

About Astoria Software

Astoria Software delivers dynamic product documentation with an on-demand approach to structured content management. GE Healthcare, Texas Instruments, and other Forbes Global 2000 manufacturers rely on Astoria to meet the increasing competitive demands for product documentation — high volume, accelerated time-to-market, and global customization. Astoria On-Demand reduces documentation costs up to 90%, compresses product launch times from months to weeks, and generates productivity and management benefits with its software-as-a-service (SaaS) delivery model. Astoria Software is based in San Mateo, California.



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