

Astoria Demand

Dynamic Product Documentation



Global Information Management

LEVERAGING GLOBAL CONTENT & TRANSLATION MANAGEMENT FOR WORLDWIDE PRODUCT COMMUNICATION

Astoria and SDL speed global product launch cycles for product documentation and achieve simultaneous release to global markets. Our solutions streamline documentation creation, content management, translation, localization, and publishing.

Benefits of this end-to-end solution from Astoria and SDL include:

- Rapid Time-to-Market
- Enhanced Quality & Accuracy
- Reduced Production Costs
- Improved Customer Satisfaction

“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, CMS Project Manager,
Siemens Medical Solutions

Today, products emerge onto an ever changing global landscape. Organizations no longer have the luxury of time or budget to deliver product documentation like a slow moving train chugging through the countryside. Companies must produce documentation in parallel with product development, and introduce both into global markets and in their local languages simultaneously. What’s more, documentation applies not just to printed manuals but to online operations documentation, online help, customer service, and product marketing information. **The globalized information is expected to be accurate, consistent, and in compliance with local regulations.**

The advent of digital information has multiplied these challenges. The volume of content has increased, along with the velocity of change. As more manufacturers extend, update, and branch offerings, the variability of content needed to sell, operate and support these products worldwide has grown significantly. Couple this with demands from customers, partners, internal organizations and regional offices for more information in more formats and more languages, and product documentation teams suddenly become critical contributors to the value chain that can improve an organization’s revenue, market share, and competitive position.

Astoria Software has partnered with SDL International, a world leader in content translation and localization, to develop a complete solution for creating, managing, and delivering global product information.

Astoria and SDL customers achieve a faster return on investment with the following benefits:

- Authoring and revision productivity increases of up to 60% by facilitating content reuse
- Translation/localization budget reductions of up to 75% by reusing translations to minimize the volume of new content to localize
- Collaboration workload reduced by 60% for engineers, often an organization’s most expensive human capital
- Risk mitigation and reduced liability with complete compliance support, with content security, access control, and complete revision history and audit trail



Element-level Content Reuse

Content reuse lies at the core of an organization's ability to develop and deliver content in an accurate and timely manner. Using Astoria's XML content management system, organizations are able to draw on existing content assets either for direct or derivative reuse. That is, changes made to the source content are reflected automatically anywhere the content has been reused. SDL works seamlessly with this reuse model. As altered content is sent out to SDL for translation, SDL's translation memory and terminology management "see" every location where the reused content appears and translates it only once. This integration achieves content reuse and translation efficiency of 50% or more, thereby increasing authoring and revision productivity by up to 60%.

Collaboration

Collaboration governs an organization's time-to-market. To be effective, the collaboration process must gather the most relevant, timely, and accurate information from authors, reviewers and subject matter experts. The goal is to balance the need for meaningful input from necessary sources of content against the demand for ease and speed of collecting and integrating that input. Astoria On-Demand's Reviewer, Content Integrator, and Workflow together to enable collaboration that is highly accurate, speedy and precise in its execution, and above all repeatable. SDL AuthorAssistant ensures consistency of terminology and usage across all content while the SDL Translation Management System centralizes a database of translations and terms that can be tapped for producing new translations and reusing approved translations. Through Astoria On-Demand's integration with SDL, documentation specialists gain access to over 130,000 translations from across the marketplace. It's no surprise then that through these collaborative applications, one organization achieved a 60% reduction in the time their engineering team spent editing and reviewing product content.

Filtered Publishing

Astoria automates the creation of customized documentation for the most complex product configurations. Using filtered publishing, Astoria automatically assembles customized content related to a selected unique product configuration, and eliminates the cost, time and effort to publish custom documents manually. This feature can be used in creating key content for sales and marketing, training, and service/support all from the same core content.

Multi-Channel Publishing

Astoria's content repository manages content independently and separately from content format, assuring the ability to render output to any format — from printed manuals to PDA appliances, web portals, and much more. Astoria On-Demand uses DITA Open Toolkit and Antenna House's XSL Formatter to deliver content in specific document formats.

Translation & Localization

SDL Translation Management System unifies the translation and localization supply chain with the overarching global content supply chain. Together with Astoria On-Demand, it provides all the collaboration, control, integration and process flow required to prepare content for a global audience. It integrates seamlessly with content found in Astoria On-Demand, managing and automating complex translation and localization processes.

About SDL International

SDL is the leader in Global Information Management (GIM) solutions that empower organizations to accelerate the delivery of high-quality multilingual content to global markets. Its enterprise software and services integrate with existing business systems to manage the delivery of global information from authoring to publication and throughout the distributed translation supply chain. Global industry leaders rely on SDL to provide enterprise software or hosted services for their GIM processes, including ABN-Amro, Best Western, Bosch, Canon, Chrysler, CNH, Hewlett-Packard, Microsoft, Philips, SAP, Sony, SUN Microsystems and Virgin Atlantic. SDL has implemented more than 400 enterprise GIM solutions, has deployed over 150,000 software licenses across the GIM ecosystem and provides access to on-demand translation portals for 10 million customers per month. Over 1,000 service professionals deliver consulting, implementation and language services through its global infrastructure of more than 50 offices in 30 countries. For more information, visit www.sdl.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.

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