



Case Study

Avaya Increases Efficiency by 30 Percent with SDL Global Information Management Solution

Who does one of the world's great communications companies rely on to ensure its own information is communicated accurately, consistently and promptly around the world? SDL of course. Avaya has deployed a comprehensive SDL Global Information Management solution, comprising SDL Translation Management System™, SDL MultiTerm™, and SDL AuthorAssistant™, which helps Avaya deliver crucial content in multiple languages across its product lines. This effective management of corporate information in multiple languages has led to an increase in efficiency for Avaya, is supporting the faster roll-out of the company's communications products and services, and is ensuring customers receive fast, rewarding, and satisfying service through each and every interaction they have with Avaya.

Featured Solutions:
SDL AuthorAssistant
SDL Translation Management System
SDL MultiTerm



Case Study

Avaya Intelligent Communications solutions help companies transform their businesses to achieve marketplace advantage. More than one million businesses worldwide, including more than 90 percent of the FORTUNE 500, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies regardless of size - from small to the very large.

Avaya has expanded rapidly in global markets through organic and acquisitive growth, but like every dynamic business, the company aims to maximize efficiency—producing more and more with less and less. As part of this, the company has been re-organizing many of its business processes, including its localization strategy. Until recently, Avaya relied on two separate teams to localize content: an in-house team of translators and external vendors. It was recognized that continuing with both models was unsustainable and that the company needed to standardize on one centralized system for managing language assets.

Barbara Scott, Technical Manager, Avaya, has been spearheading this change. “We were receiving continued requests for more targeted and localized content that could not be met within our existing model,” she says. “Our aim was to produce content that could be used across all our delivery vehicles—from documentation, training, user interfaces, to on-line help, and telephony user interfaces. Simultaneously, we also wanted to create and localize content based on user categories instead of product, including end users, support, developers, and technical sales support. The bottom line was that we wanted to reduce time-to-market and accelerate customer adoption for our communications solutions.”

The solution was to implement industry-standard tools which would deliver efficiencies in content creation, localization, storage, management and delivery in multiple outputs. The first step was a Translation Management System (TMS). Scott continues “Their industry experience, together with the rich on-demand functionality of their technologies, made SDL the ideal candidate to provide the TMS solution.”

Global Information Management for 13 product lines

Avaya has deployed a comprehensive SDL Global Information Management solution comprising SDL Translation Management System, SDL MultiTerm, and SDL AuthorAssistant to support content in multiple languages across its product lines. The first step was the implementation of the on-demand SDL Translation Management System. This is being used to automate and streamline the complex processes involved in localizing and publishing content for Avaya’s global audiences through multiple translation agencies. Specifically, SDL Translation Management System is helping Avaya to automate many of its hitherto manual and labor-intensive localization processes, eliminate many of the unnecessary manual steps altogether, and generally increase translation throughput. Moreover, the TMS is improving the quality and consistency of Avaya’s localized content through efficient localized content reuse and by enforcing the use of approved company terminology and language.

A major linchpin of the Global Information Management strategy, SDL MultiTerm has been deployed to provide a centralized corporate repository of terminology to drive consistency and aid the translation process. This market-leading terminology management solution stores terms in a central repository on a server, which captures limitless terms and supporting data. These terms held within the database can be shared over a number of media, ensuring read or write access for every author and translator, regardless of physical location or network connectivity.

To complete this comprehensive Global Information Management (GIM) strategy, SDL AuthorAssistant has been chosen—integrated with PTC Arbortext Editor—to support Avaya’s global authoring processes. SDL AuthorAssistant builds style rules directly into the authoring environment, while leveraging existing global information assets, such as approved corporate terminology and translation memory, to maximize Avaya’s brand consistency and content reuse.

Avaya is using XML and DITA* for its information architecture and tightly linking all processes in the content lifecycle, including authoring for a global audience, adapting content to local markets, managing translation, and automating publishing. The company is also using Astoria On-Demand content management, a Software as a Service (SaaS) solution for structured content management, as the platform for XML and DITA-based content management. Today, there are approximately 114,000 language segments in the translation system.

Unifying information assets and processes worldwide

Together, this integrated GIM solution is unifying Avaya’s information assets and processes worldwide, enabling the company to deliver global content to local markets faster while enhancing the customer experience and supporting its global brand. “Deploying a world-class GIM strategy allows Avaya to provide users with the information they need to more quickly adopt and achieve satisfaction in the sales, implementation, and use of our communications solutions—whatever their language or culture,” Sue Blaisdell, Information Architect at Avaya. “The SDL GIM solution is helping us to reach our users more quickly with more relevant and consistent information. This in turn is increasing customer satisfaction and increasing global revenues.”

The evidence of this success is all-around, according to Scott. “With numerous products lines now being funnelled through one, single Translation Management System, there are bound to be significant efficiencies. Although we are only at the early stages of the deployment, we are already experiencing up to 30 percent increase in efficiency, based on centralized translation memories and the re-use of content. But efficiency is only one side of the coin. Our original goal was to enhance customer satisfaction and ensure Avaya provides a better product to its customers. We can tick that box too.”

**Darwin Information Typing Architecture (DITA), an XML-based architecture for authoring, producing, and delivering technical information.*

Challenges

- Shrink time-to-market and accelerate customer adoption for company’s communications solutions
- Overcome unsustainable reliance on two separate teams to localize content: an in-house team of translators and external vendors and differing processes
- Existing model could not meet continued requests for more targeted content and localized content
- Produce content that could be used across all delivery vehicles—from documentation, training, user interfaces, to on-line help, and telephony user interfaces
- Create and localize content based on user categories instead of product, including end users, Support, developers, and Technical Sales Support

Solution Elements

- SDL Translation Management System
- SDL MultiTerm
- SDL AuthorAssistant

Results

- Experienced up to 30 percent increase in efficiency, based on centralized translation memories and the reuse of content
- Enabled the company to deliver global content to local markets faster while enhancing the customer experience and supporting its global brand
- Helped Avaya to reach its users more quickly with more relevant and consistent information
- Automated and streamlined the complex processes involved in localizing and publishing content for Avaya’s global audiences through multiple translation agencies
- Improved the quality and consistency of Avaya’s localized content through efficient localized content reuse and by enforcing the use of approved company terminology and language
- Provided a centralized corporate repository of terminology to drive consistency and aid the translation process
- Built style rules directly into the authoring environment, while leveraging existing global information assets

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.

