



i n v e n t

Case Study

Hewlett-Packard Speaks with One Voice with SDL Global Information Management

To effectively develop and deliver global information, HP needed to implement a Global Information Management (GIM) strategy which would devote more attention to managing terminology. This would ensure that only consistent and appropriate terms are used within corporate communications, enabling accurate information to reach global markets faster. This proactive approach to terminology management wrapped within the GIM solution eliminated these problems and enhanced the entire globalization process.

- Featured Solutions:
SDL Global Information
Management:
- Terminology Management
 - Global Authoring
 - Translation Management



Case Study

For SDL, the challenges facing Hewlett-Packard were all too familiar: the need to speak with one global voice; product content delivered to market too slowly due to inefficient processes; and a lack of centralized control and visibility, hindering management of the various moving parts of the globalization and content workflow chain dispersed worldwide. By partnering with SDL, HP has created a world-class Global Information Management (GIM) infrastructure. This strategic solution has optimized the process of distributing global content, and even manages internal corporate terminology. Using SDL MultiTerm, HP is improving the accuracy and consistency of source texts and translations, and controlling the consistency of its multinational brands. Moreover, the terminology management solution sets organization-wide standards for special words and phrases – preventing errors and inconsistencies.

HP: The Adaptive Enterprise

The fundamental problem facing HP is the need to provide content for one billion customers. Until recently, the traditional method for creating content used by the business units looked like the ‘spaghetti’ graphic which pops up so regularly on screens at business meetings and conferences. Take HP’s Imaging and Printing business, for example: here, there are 24 unique product lines representing a number of individual P&Ls.

In the past, these P&Ls all went to market autonomously, so it is easy to imagine the complexity, effort and cost involved in distributing content to meet the needs of this business—to say nothing of the variance in customer experience, presentation of HP in various touchpoints and the impact to consistent message clarity. Moreover, the merchandizing effort, collateral work, solution selling and white papers were all managed in a decentralized fashion. As a result, brand image suffered, customer satisfaction issues arose and costs were under pressure.

Managing the HP brand through global information

The company realized that it needed a technology solution to help manage the HP brand through GIM. The company’s global information lifecycle—from content creation through to the publishing of information in multiple languages—involves complex processes that span geographical, organizational and technological boundaries. By unifying and automating its GIM process, HP would be positioned not only to accelerate time-to-market and improve the quality of customer interactions with accurate, targeted, and consistent global content; it would also be equipped to open new revenue sources by speeding the creation, localization, and launch of products and marketing campaigns—all the while using one corporate HP voice.

SDL met the technical requirements for workflow capabilities and support for centralized memory translation, and as an enterprise solution, it had the potential to scale well to support broad use within HP. Another attractive feature was the vendor’s business model, which offered the technology on a hosted basis. That was perceived as beneficial because as an internal service provider, the translation and localization organization did not have its own budget. Instead, they were borne by the business units.

HP has deployed a digital content management infrastructure in order to serve its global customer base, reduce costs, and increase efficiencies. By partnering with SDL, HP has introduced best practice content management business processes which connect HP content owners with content consumers in local languages that enable commerce. The SDL GIM solution also provides HP with rigorous and repeatable regionalization, translation, and localization practices to interact with its customers.

Additionally HP is deploying SDL AuthorAssistant, which integrates within the author's writing environment to help improve brand consistency. By enabling authors to make sentences match more closely with source sentences in the translation memory and in the terminology database, and by helping authors adhere to corporate style guides, the quality and consistency of the worldwide brand is enhanced.

Managing terminology

HP uses certain terminology to describe its organization, products and services, which describes unique selling points, and differentiates the company from competitors. Managing internal terminology is a key process that ensures the deliverability of high quality and consistent content. However, without an effective management solution, the terminology was not centrally stored nor accessible by all content creators and translators.

Previously, HP’s terminology management was through the use of spreadsheets. These spreadsheet glossaries were uploaded and attached to projects in the HP Translation Workflow system. The process was partially automated—but it still involved many overlapping manual steps and it was not easy to leverage glossaries across all translation projects.

The SDL terminology management solution—SDL MultiTerm—standardizes the accurate and consistent use of all the special words and phrases that HP uses, in one language or across many languages. This environment is a crucial element in enabling HP to communicate with ‘one voice’ messaging in all languages. Residing on a

centralized infrastructure, everyone within HP has access to the same terminology, including content authors, reviewers, and translators. Integrated with current systems and scalable for future HP translation workflow platforms, SDL MultiTerm also enables terms to be attached to HP's translation projects. And, to reflect the continued growth of the HP business, it provides a scalable infrastructure to align with future growth.

The benefits are four-fold. First and most importantly, translations are of a higher consistency and quality. Second, terminology changes can be tracked and be discouraged or approved. Third, terminology will be used for other processes, including machine translation with the SDL KbT System and SDL AuthorAssistant. Finally, it promotes a governance structure where terminology issues can be discussed and tracked.

Reducing customer support costs

Implementing SDL MultiTerm has also helped HP control costs. The solution helps reduce customer support costs by producing more understandable content. It also deters legal problems by avoiding the misuse of corporate terminology and translations that could result in court action. Finally, it helps improve search results on the HP website when customers are looking for correct information, thereby reducing the number of calls to a support call center.

HP recognizes that managing terminology is an ongoing challenge requiring rigorous discipline across multiple organizations. It is a dynamic environment and process and procedures need to be adapted over time—and governance models need to be created where guidelines can be developed and agreed.

For a large global company like HP, serving a billion customers in 178 countries worldwide demands the holistic, methodical and integrated approach to global content management that SDL delivers. With SDL, globalization is transformed into a critical business process and competitive advantage, rather than treated as merely a last-mile hurdle. This is why the partnership between SDL and HP is so effective—the two companies share a common vision of the strategic importance of globalization management.

Technology Summary

SDL MultiTerm is a specialist database application designed to support the input, storage, retrieval and management of term entries from web or desktop clients. It enables the accurate and consistent use of corporate terminology across the organization.

SDL Translation Management System is an enterprise-class, web-based translation management system that automates much of the update work for multilingual material and significantly reduces the time and cost of content maintenance. It defines translation processes, provides timely execution, automatically shares translation assets and tracks each step along the way.

SDL AuthorAssistant enhances the quality and efficiency of the global authoring process. It enables creators of corporate content to perform automated checks against existing translation assets and corporate writing guidelines.

Challenges

- Inconsistent and inaccurate content
- Multiple inefficient processes
- Ineffective terminology management impacted communications
- Current processes involved multiple overlapping manual steps

Solution Elements

- A comprehensive Global Information Management solution from SDL including:
 - Global authoring
 - Terminology management
 - Translation management including workflow

Benefits

- Reduced new product costs for content by 56%
- Cut content infrastructure costs by 30% due to consolidation and centralization
- Saved more than \$3.5 million annually on translation costs
- Content reuse improved by 68%, a 50% increase from the previous year
- Higher quality and consistency of translations of 30 million+ words per year in 36 languages
- Reduced customer support costs
- Deterred legal problems by avoiding the misuse of inaccurate terminology and translations that could result in legal action
- Improved search results on the HP website for customers seeking information, thereby reducing the number of calls to a support call center

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.

