



Case Study

SDL Global Authoring Management System™ Helps Avaya Achieve 30 Percent Increase in Efficiency

Localized content consistency is the watchword at Avaya. As one of the world's great communications companies, Avaya faces the challenge of providing localized content (in up to 35 languages) across numerous product lines—all delivered to a seamlessly consistent and accurate standard. To deal with this, the company has deployed SDL Global Authoring Management System™ as a key part of an integrated SDL Global Information Management (GIM) solution which also comprises SDL Translation Management System™ and SDL MultiTerm™. Overall, this GIM solution has led to an increase in efficiency, 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. By building style guide rules into the authoring tool and comparing newly authored content with existing content, SDL Global Authoring Management System is improving quality and consistency, minimizing content volumes for translation, and correcting the use of inappropriate terms.

Featured Solutions:
SDL Global Authoring Management System
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 with less. As part of this strategy, the company has been re-organizing many business processes, among which is 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 at Avaya, has been spearheading this change. “We were receiving continued requests for more targeted content 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 and 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 being based on product—including end users, support, developers and Technical Sales Support. The bottom line was that we wanted to shrink time-to-market and accelerate customer adoption for our communications solutions.”

It did not stop there. The company also wanted to do more with its content. Sue Blaisdell, Information Architect at Avaya, explains, “We were using multiple, overlapping authoring tools. To maximize the value and effectiveness of our content, we needed to implement authoring strategies and principles that supported our topic-based, semantic authoring model.”

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). Barbara 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.”

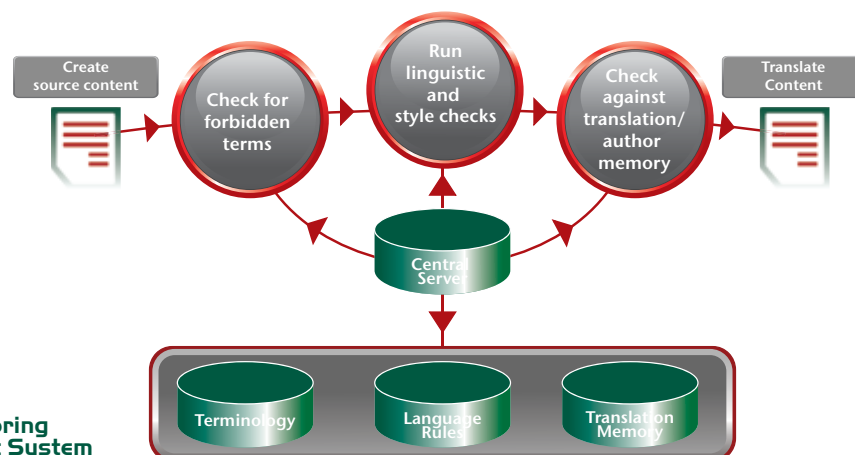
Global Information Management for the Avaya product lines

Avaya has deployed a comprehensive SDL Global Information Management solution to support content in multiple languages across its product lines. The on-demand SDL Translation Management System 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.

SDL Global Authoring Management System supports global authoring

To complete this comprehensive Global Information Management (GIM) strategy, SDL Global Authoring Management System has been chosen—integrated with PTC Arbortext Editor—to support Avaya’s global authoring processes. SDL Global Authoring Management System builds style and linguistic checks 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.



SDL | Global Authoring Management System

SDL Global Authoring Management System highlights incorrect language, style and term usage to authors. It also ensures consistency, by comparing new content with content which has been previously written and translated.

SDL Global Authoring Management System is being used to define rules for authoring, including abbreviations and contractions, wordiness, preferred usage, and industry and corporate standards. Through seamless integration with the translation memory within SDL Translation Management System, SDL Global Authoring Management System also makes the Avaya authors aware of the effect on translation of even small arbitrary changes in content and allows the team to identify additional reuse opportunities.

Commenting on the value of SDL Global Authoring Management System, Blaisdell says, “We have created a number of reports to capture content quality metrics—which is key to demonstrating our success. It is also very easy to create custom rules in SDL Global Authoring Management System and to develop different rules profiles for the Avaya product families.”

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 translation segments per language.

Avaya has incorporated as much content as possible from its style guide into SDL Global Authoring Management System to provide a more interactive author experience. They have also customized tag help for DITA elements in Arbortext Editor to include usage information from the corporate style guide. “We have also implemented Tag Templates in Arbortext Editor for each information type in our model,” says Blaisdell. “The templates provide the element structure for our model and include comments that provide guidance. We have also modified the default topic for standard DITA topic types, to provide the same support as the templates.”

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,” says Blaisdell. “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. After all, with the various product 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 reuse 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.”

SDL Global Authoring Management System is a cornerstone of this success. Most importantly, Avaya has been able to build consistency and standards conformance into its tools with SDL Global Authoring Management System. Writers no longer have to refer to a 300-page corporate style guide, which means they enjoy a more interactive experience. It is quick and easy to deploy updates to standards whenever Avaya needs to. And content reuse is maximized by checking new content against content that already exists in the translation memory.

“SDL Global Authoring Management System, in combination with the rest of the SDL Global Information Management solution, helps ensure Avaya is better prepared for global expansion,” Blaisdell concludes. “The solution increases our local responsiveness without additional costs being incurred and it improves the customer experience by meeting new expectations for local content.”

**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 with differing processes.
- Replace multiple, overlapping authoring tools with authoring strategies and principles that support Avaya’s topic-based, semantic authoring model
- 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 Global Authoring Management System
- SDL Translation Management System
- SDL MultiTerm

Results for SDL Global Authoring Management System

- 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
- 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 style standards
- Built style rules directly into the authoring environment, while leveraging existing global information assets
- Made it quick and easy to deploy updates to standards as and when required
- Maximized content reuse by checking new content against content that already exists in the translation memory
- Helped define rules for authoring, including abbreviations, wordiness, preferred usage, and corporate standards
- Made Avaya authors aware of the effect of even small arbitrary differences in content and allows the team to identify additional reuse opportunities
- Created a number of reports to capture metrics—all key to demonstrating Avaya’s success

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.

