



DAF

A **PACCAR** COMPANY

Case Study

DAF Trucks Helps Drive Sales by Turning to SDL Trisoft and Structured Authoring

DAF Trucks N.V. is a wholly owned subsidiary of PACCAR Inc, the worldwide quality leader in the design and manufacture of premium light, medium and heavy-duty commercial vehicles. DAF Trucks' core activities are focused on the development, production, marketing and sales of these vehicles. The constant drive to engineer and manufacture the highest quality transport solutions has become a trademark for the company.

Featured Solutions:

SDL Trisoft Component Content Management (CCM) system

SDL  **TRISOFT**

Case Study



DAF sells commercial vehicles entirely through dealers and subsidiaries worldwide, with a focus on Western Europe. DAF has approximately 1,000 representatives in Europe, consisting of DAF Truck Sales Dealers and DAF Service Dealers. Due to the nature of its sales model, DAF found that their dealers and subsidiaries did not have easy access to the sales support information required to sell products in local markets. The dealers were spending a great deal of time searching for information rather than talking to potential buyers.

This case study focuses on the DAF Truck Sales Support division which turned to a structured authoring and translation management process, to drive sales productivity gains and provide a better overall sales process.

DAF selected SDL Trisoft™ Component Content Management (CCM) system as the foundation of the solution. Centralizing the creation and management of sales support information with integration within the DAF dealer e-portal website allows DAF to create and publish consistent content in one place.

The Challenges of Managing Information and Translation

Before deploying SDL Trisoft, DAF Trucks dealers would sometimes spend up to 80% of their time searching for or creating product information to put into proposals, which would be offered to potential customers. Not only was this process inefficient and time-consuming, but dealers were often unsure as to whether the product information they used was correct and up-to-date. In many cases, the dealers could not find the content they needed or did not even know about particular products or options available. In addition to inconsistent information, the sales collateral lacked a consistent look and feel, undermining brand consistency.

These issues came to the attention of DAF Trucks management. DAF approved a “re-engineering” project to assist their dealers by creating a single central source or “gold standard” of sales support information that would be up-to-date and easily accessible for the dealers. The goal of the “Truck Sales Information” project was to eliminate the redundant content created by multiple subsidiaries by writing and storing the approved sales support information online. The vision was also to label the content so a dealer could find just the right information needed at just the right time.

To complicate matters, the new process would also have to track small product variations across multiple markets and support those variations in multiple languages. For example, a large truck and small truck may both have a “roof spoiler” which could be described in the same way but the associated visual would have to vary according to which truck is being sold. Furthermore, the new process would also have to integrate with DAF Trucks’ back-end mainframe systems that store product and pricing information. Dealers would need up-to-date information and pricing on-the-fly at the push of a button.



“We realized our current processes were neither efficient nor effective and understood the need for a consistent and dynamic way of creating and distributing sales support information to our dealers,” said Jan Feenstra, Manager, Truck Sales Publications at DAF Trucks. “This set us off on a course to adopt XML structured authoring and a Component Content Management (CCM) system that could manage the relationship of product and market variations and versioning.”

The Right Technology Solution to Provide the Right Information

The DAF team realized XML structured authoring, integrated together with translation management, was the key to their vision. By writing content in smaller units in XML, information could be written once and reused across multiple product lines. It was also clear that the management of versions, in different market and product variations and in multiple languages, would be too complex without a component content management system designed specifically for sales support writing and with a robust condition management capability.

After reviewing various technology solutions on the market, the DAF team selected the SDL Trisoft CCM for its particular strength in handling product and language variations as well as its strong handling of multilingual variations. SDL Trisoft also provided an ability to integrate with back-office mainframe systems and with front-end web systems to deliver just-in-time sales support information by product and market with up-to-date pricing.

Before the start of the project, DAF translated product content into five languages. With SDL Trisoft, DAF now manages product variations in ten to fourteen languages across fifty two markets with the same headcount. DAF also leverages SDL translation services and takes advantage of SDL's global language infrastructure. Content ready for translation is pushed automatically to the SDL translation management technology and once complete returns automatically to the SDL Trisoft system where it can be published dynamically on-the-fly to the web.

Business Results

With the SDL Trisoft implementation, the dealers now have just-in-time access to the latest accurate information about DAF vehicles and options due to single sourcing. There is now a single source for content, written and translated once, stored in a single source location and reused many times and re-purposed for different output formats. Product content now has greater consistency and accuracy. A team of only three people, located in the headquarters, creates and maintains the massive amount of sales support information for reuse by the dealers.

SDL Trisoft allows the dealers to find correct and up-to-date product information all in one place on-the-fly over the web. Dealers had previously wasted a great deal of time sourcing information and creating proposals. The new system means dealers spend more time on sales and less on low-value activities like searching for information. They also have better and consistent sales support information, aiding profitability and improving the experience for their customers.

Content is now available online, including specific information which is dynamically tailored to the market of the dealer. It also includes up-to-date pricing, competitive analysis and lead times. The dealers can retrieve the relevant information they need for any product via a search on the website. They now know all the specific options available for each truck model in each market. They also have the ability to personalize the product information they give to customers including delivering it in the customers' own language.

"We would not have been able to provide such a powerful solution without the SDL Trisoft and SDL translation solutions in place. We saved money, avoided headcount increases, provided better and consistent and up-to-date information at the same time. We never would have achieved these without single sourcing supported by the SDL Trisoft framework," said Jan Feenstra.

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With SDL Trisoft CCM we manage to control substantial amounts of information in multiple languages in a structured manner as well as provide our dealers with consistent and up-to-date sales support information.

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Jan Feenstra

Manager
Truck Sales Publications

Challenges

- Information was difficult to find reducing the time focused on sales and customer service
- Dealers did not always know which options could be sold with which product
- Available product information was often inconsistent and incomplete
- Content required in multiple languages
- Customers did not get the latest or most accurate information
- DAF collateral lacked a consistent brand and appearance
- Difficult to provide specific information for each model and each market

Solution Elements

- SDL Trisoft Component Content Management (CCM) system

Benefits

- Reduced costs, avoided headcount increases while producing more and better content
- Consistent, up-to-date sales support information, centrally maintained
- Enabled dealers to find just the right information at the right time dynamically over the web
- Enabled DAF Trucks Sales Support to manage content variations by product, market and language for fifty two markets
- Integration with translation management technology helped increase number of languages translated and improved the process of managing multilingual content

SDL Trisoft is one of the worldwide leaders in Component Content Management (CCM) systems for technical writing organizations. SDL Trisoft's software empowers global organizations to single source content, easily sharing, reusing and personalizing content in various publication formats and in multiple languages across global markets. Through efficiency gains, SDL Trisoft customers are able to accelerate the time to deliver information to global markets, drive down the cost of content development and translation, provide more agility for the overall business and increase customer satisfaction through access to better information.

SDL Trisoft customers include a number of large consumer electronics and mobile communications companies as well as the following: Atlas Copco, DAF Trucks (A Paccar Company), Océ, Micro Focus, HACH, FICO, NetApp, VMware, Still, Blondé, Yokogawa, Maruboshi, Linde Material Handling, Nautilus, and Mitsubishi,

SDL Trisoft headquarters are in Mechelen, Belgium.
Find out more on SDL Trisoft at
www.sdltrisoft.com

