



This case study was developed with a client of SDL, which is now part of RWS Holdings plc

Panasonic

panasonic.net

Industry: Electronics, manufacturing

Founded: 2013

Headquarters: Tokyo, Japan

Solution elements:

Tridion® Docs

Antenna House Formatter

Translation management software

Communication, security and collaboration solutions built for the enterprise

SDL (now RWS) solutions deliver significant quality, efficiency and cost savings for Office Products Business Division of Panasonic System Networks.

Product documentation and user manuals play an important role in delivering a superior customer experience. But for the Office Products Business Division of Panasonic System Networks, the existing bespoke automatic authoring system was struggling to cope with the growing number of languages demanded by expanding export activity. Maintenance costs were rising and further investment in the system was necessary to retain the required quality of output. A new solution was required. Having evaluated the market, the division turned to SDL to implement Tridion Docs and translation management software.

Inefficiency compromising user experience

As a market leader, Panasonic System Networks (especially the Office Products Business Division) places an extremely high value on the overall experience it provides to its customers. The complex nature of its product portfolio means high quality product documentation is a vital component in supporting customers in their native language, both at the pre and post sales stages.

The company's expansion led to an increased demand for efficiency in the way user manuals were produced. The Manual Development Division had already added a number of new functions onto the existing automatic authoring system. However, this high degree of customization means that system maintenance costs were high. But more importantly, the complexity of the system meant that usability was actually compromised.

Each product category had its own translation memory, with no ability to cross reference or re-use content from outside the product set, making the documentation process inefficient and costly. Mr. Tamotsu Maeda, Manual Development Division Leader for the Office Products Business Division explains further.

Facts and figures

Panasonic System Networks Co., Ltd., a part of the Panasonic group, was launched in 2013. Combining Panasonic's expertise in image processing and communication technology, its manufacturing know-how, and a wide range of video and information equipment, this division provides a one-stop solution for enterprise-scale customers around the world. The Office Products Business Division of Panasonic System Networks helps customers in over 40 countries by providing and supporting PBX, multi-function printers and document scanners.

"The main issue for us was to reduce the manual production cost of localization and to focus on improving usability. In our previous manuals, one single operation might have required several pages of explanation, and we have to say that they were sometimes not easy to read. Therefore, we wanted to improve them."

Need to move to topic-based authoring

To improve both global customer experience and drive much-needed efficiency improvements in its multilingual manual development, the division chose to move to a modular approach for content creation, known as topic-based authoring. They identified the DITA XML-standard for structured content that would work hand-in-hand with this new authoring approach.

"What we were looking for was a one-stop, centralized system that could handle the document authoring and translation workflows to accelerate our multilingual manual production. Our legacy automatic authoring system was using book-oriented architecture. So moving to the DITA standard with topic-based authoring was the obvious solution for us to improve our productivity by reuse of topics," explains Mr. Maeda.

Highly suited to multilingual product documentation

After researching and evaluating possible solutions, Mr. Maeda eventually selected SDL (now RWS) for three principle reasons: "Firstly, SDL's solutions are highly suited to the production of multilingual manuals and product documentation. Secondly, SDL has the largest market share in the industry. There are many existing users of these solutions with similar requirements to ourselves – not only overseas but also in Japan. And finally, SDL has its own dedicated support team here in Japan," he reasons.

The chosen solution was Tridion Docs, a DITA-based enterprise solution for creating, managing and delivering high quality structured content for technical documentation. Tridion Docs brings together structured content management, collaborative review and dynamic delivery to enable companies to easily create compelling and useful content. It also enables the management of that content through all the relevant touchpoints in the customer journey.



“The combination of Tridion Docs and translation management software was the perfect solution for us to resolve the issues we were experiencing with our legacy system.”

Seamless integration with translation tools

When reviewing documentation solutions, the Manual Development Team also wanted a system that could seamlessly integrate with translation tools. To this end, it selected SDL's translation management software, a flexible enterprise-class translation management system that automates translation tasks and greatly reduces the costs of creating large volumes of local language content. The integration of translation management software with Tridion Docs has provided a smoother, faster workflow for all localization activity.

The solution was a perfect fit for the Office Products Business Division as it is designed to manage the translation process for large global enterprises like Panasonic System Networks. Their translation management software applies translation memory to every new piece of content to see if previously approved translations are available for free reuse. It also provides a terminology manager that ensures the right translation for corporate terms, logos, slogans and industry vocabulary. Automated workflows track where every piece of content is in the translation process and stores all changes, creating an accurate audit trail should translation issues arise.

“The combination of Tridion Docs and their translation management software was the perfect solution for us to resolve the issues we were experiencing with our legacy system. With this integrated solution we are able to maintain our meticulously high quality standards for our extending product lines, while adding new languages as dictated by our expansion plans,” enthused Mr. Maeda.

Future plans

The Manual Development Division continues to improve usability and productivity even further using DITA, topic-based authoring and integrated translation.

The addition of even more languages to support exports to new countries and regions is also planned, which is an integral part of the Office Products Business Division's ambitions for efficient global growth.

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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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