



GLOBAL WHITE GOODS MANUFACTURER

PROJECT SCOPE

- // Reduce after sales' support through development of easy to use product information
- // Improve consistency of source and translated content
- // Reduce volume of printed material to impact BoM and distribution cost

SOLUTION HIGHLIGHTS

- // Maximized re-use through content strategy developed by Information Architects
- // Deployment of a cCMS to enable content centralization and intelligent re-use
- // Terminology management to improve reader comprehension and provide higher quality, consistent translation
- // Template for product SMEs to select new product features reducing review cycles

BUSINESS VALUE DELIVERED

- // Terminology database created for all languages and approved by in-country SMEs
- // All documents standardized to a single page size, reducing print and distribution costs
- // 30% reduction in page count
- // 15% reduction in word count