10 reasons to use structured content



Centralization: controlled content management and review

40-100% cost and time savings made by using structured content with SDL technology.

Bruno Herrmann Senior Director of Digital Globalization and Localization Nielsen



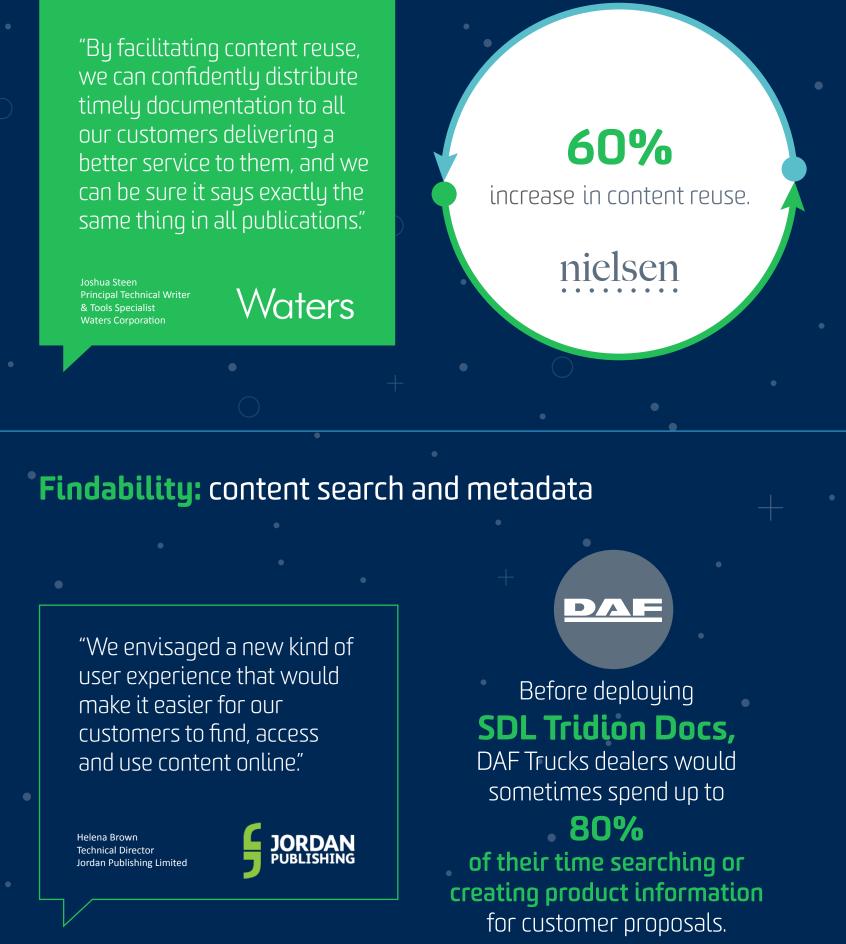
In just **7 months**

informatica

achieved a measurable ROI and successfully reduced the time it takes to get product documentation to market.

Content reuse: greater efficiency

"By facilitating content reuse, we can confidently distribute timely documentation to all our customers delivering a better service to them, and we can be sure it says exactly the same thing in all publications."



Versioning: integrated workflow and version control

"The system was architected to handle high volumes of content in multiple languages and in parallel releases, which was precisely our business challenge."

Horiba Medical





Reduced publishing efforts from over 10 days to 15 minutes

Translation: faster translations at a lower cost

"We would not have been able to provide such a powerful solution without SDL Tridion Docs and translation solutions in place. We save money, avoided headcount increases, provided better, consistent and up-to-date information at the same time."

Jan Feenstra Manager **Truck Sales Publications** DAF



HORIBA

Reduced their translation spend by 30-50%

30-50% of total localization costs is desktop publishing. With XML publishing this is under 10%

With SDL Tridion Docs, DAF manages product variations in 10-14 languages across 52 markets

Multichannel delivery: unlimited channels

"SDL is ahead of the market in creating a smart delivery platform. With the prebuilt dynamic delivery capabilities of **SDL Tridion Docs**, a project that could have taken years only took a few months."



\$40k - \$50k

savings made per publishing project. The biggest benefit of using DITA and SDL Tridion Docs is a total elimination of desktop publishing costs.

Martin Levy Director of R&D Globalization Informatica Corporation



Learn more at sdl.com/Tridion-Docs SDL Tridion Docs for Digital Business



SDL (LSE:SDL) is the global innovator in language translation technology, services and content management. With more than 25 years of experience, SDL delivers transformative business results by enabling powerfully nuanced digital experiences with customers around the world.

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