

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**



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."

Joshua Steen
Principal Technical Writer
& Tools Specialist
Waters Corporation



60%

increase in content reuse.



Findability: content search and metadata

"We envisaged a new kind of user experience that would make it easier for our customers to find, access and use content online."

Helena Brown
Technical Director
Jordan Publishing Limited



Before deploying **SDL Tridion Docs**, DAF Trucks dealers would sometimes spend up to

80%

of their time searching or creating product information for customer proposals.

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."

Paul Coinaud,
Documentation Architect,
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



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."

Chris Leggett
Letterpart Limited



\$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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