

# Technical Publications as an Enterprise Content Management Solution



Industrialized approach to technical publications management

Manufacturers need a solution that delivers world-class technical publications, improves customer service and yields operational cost savings.

Today, manufacturers are under more pressure than ever to respond to evolving market demand by rapidly developing increasingly sophisticated equipment and machinery. Every new product release or revision needs to be accompanied by useful, clear documentation – a complex process in itself.

Technical documents are delivered along with the product at no extra charge and can account for 3–6% of the total product development costs. Technical publications management thus becomes strategic, and producing high-quality and user-friendly publications within a short lead time is a prerequisite for maintaining customer satisfaction.

To produce high-quality technical publications, manufacturers must take into account several key factors that directly impact the whole process.

- **Tight schedules** – In a dynamic and fast-moving industry where new products are constantly being launched, companies need to bring their new technologies to market as quickly as possible. Publishing technical documents is labor and time intensive, and it is difficult to align this process with product development.
- **Budgetary constraints** – Manufacturers must produce high-quality technical publications, but these must be performed at a marginal cost.
- **Fluctuating workload** – When several product development projects are performed in parallel, it becomes increasingly difficult to standardize the process of publishing consistent and high-quality technical documentation.

People matter, results count.

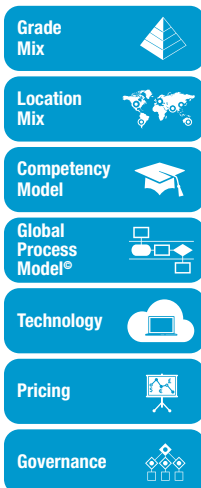
Along with an efficient help desk, high-quality technical publications enable companies to rise above the competition and foster trust with their customers. Manufacturers thus need a solution that delivers world-class technical publications, improves customer service and yields operational cost savings. These savings can be reinvested in R&D to ensure quality, streamline production, and reduce costs.

## Our solution

Our Technical Publication solution is a part of Capgemini BPO solutions.

### Transforming Tech Pubs through GEM

- Service as a product
- Repeatable outcomes
- Seamless transformation & transition



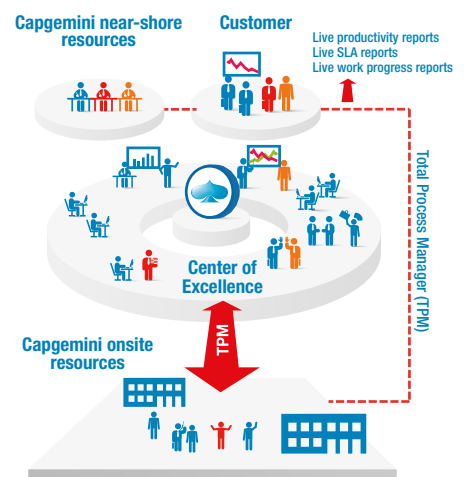
### Delivering world class technical publications

- Align outcomes to end user
- Increase value of customer service
- Improved intimacy with client



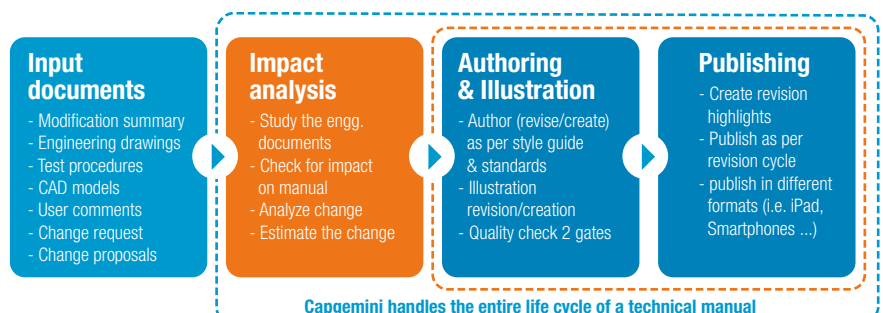
### Tech Pubs factory setup reducing total cost of service

- Deliver world-class service
- Continuous improvements
- Completely transparent operations



## Our Technical Content Management Services

We provide an end-to-end solution that enables you to outsource your entire Technical Content Management Services. Let us create, translate and migrate your publications from end-to-end, while you achieve significant savings.



Over 500 technical writers deliver technical publications services from our publication center in Bangalore. Our team is committed to providing you with ongoing support. If requested, resources can be placed on-site to perform coordination activities during the initial phases. These high-quality technical publications services aim to provide operational cost savings, reduce time to market and increase customer satisfaction through handy and user-friendly publications.

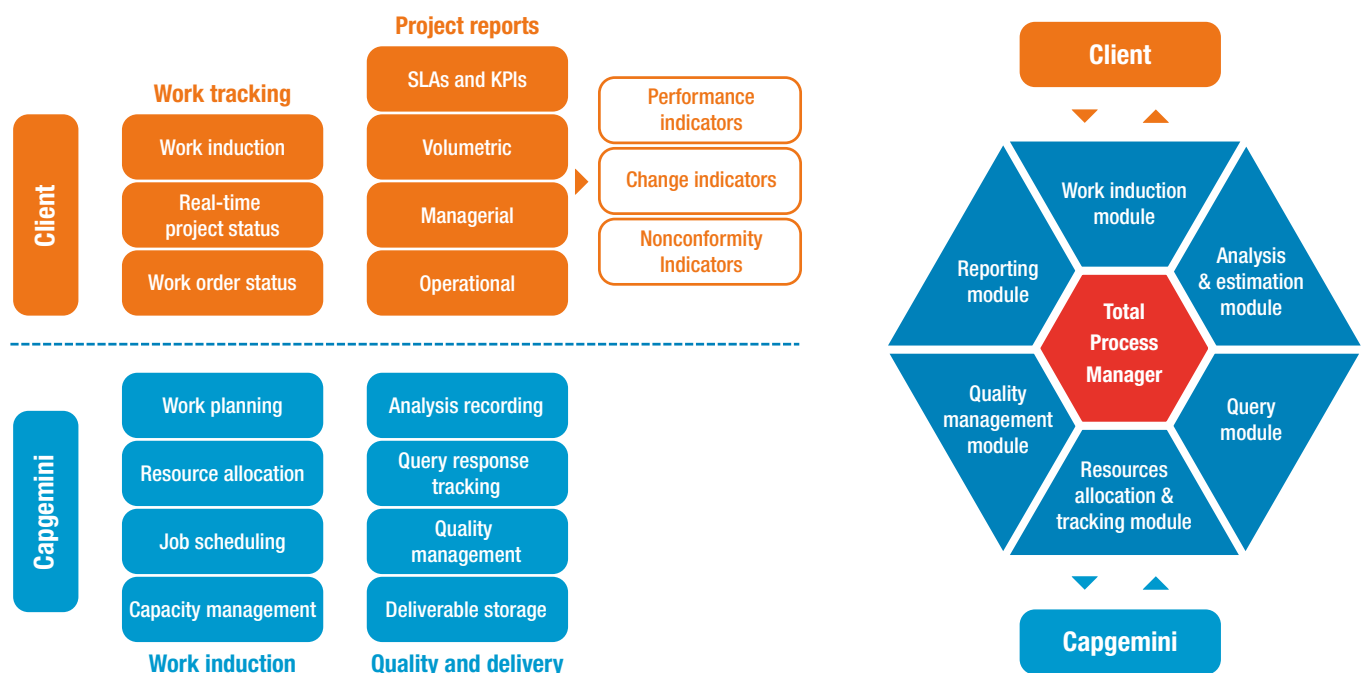
Rightshore®, Capgemini’s global delivery model, enables us to design a flexible delivery model to best fulfill your requirements. Services can be delivered purely offshore or we can define a right balance of onshore, nearshore and offshore locations to deliver the optimum solution for your business needs. Thus, we can set up a shared services center with the clients for their multiple business units and product families.

### Total Process Manager (TPM): our working tool for Technical Content Management

Total Process Manager is a single, in-house workflow tool specifically developed by Capgemini for engineering programs. TPM is a world-class enabler bringing technical publications outsourced delivery to very high standards.

TPM does away with the traditional model of outsourcing, which was based on one-step work induction and then the final delivery from the outsourcing partner.

- TPM aligns content management with the client’s operations bringing more visibility through on-demand reporting and real-time project status.
- TPM ensures the production of extremely high-quality technical publications in compliance with all internal procedures.
- TPM enables Capgemini to extract key figures and run Six Sigma methodology and aid the pursuit of greater efficiency and quality. This results in operational cost savings (up to 5% year over year)



## The main benefits:

- Yields operational cost savings while maintaining consistent and high-quality technical material
- Greater ability to maintain technical publications in line with the market
- Flexibility and scalability to suit business needs
- Well-trained and sustained engineering talent retained for project delivery
- Efficient BPO solution to help you focus on your core business
- Upgrade to current industry standards by the application of industry best practices and tools
- Reduced overall spending on technical publications by at least 30% at the end of the second year of outsourcing
- Minimal set-up costs as a result of ready-to-use infrastructure, methods and processes
- Increased customer satisfaction

## Case studies

### Aerospace manufacturer

Our client is a leader in the design and manufacture of innovative aviation products and a provider of related services for the business, commercial, amphibious and specialized aircraft markets.

Our client aimed to reduce costs for all its aircraft programs while continuing to enhance its ability to deliver a high level of customer service around the globe. We have worked together to transform technical publication processes and systems in order to deliver high-quality technical content management services.

The collaboration with Capgemini has brought excellent results, accelerating process re-engineering and simplifying technical publications systems. This results in operational cost savings along with an increased customer satisfaction. At the same time, a delivery solution was implemented in India for future aircraft programs.

For more details **contact:**

#### Lakshman Aragam

Sector Development Executive ECM  
lakshman.aragam@capgemini.com

#### Devesh Nayel

Head of Manufacturing and Financial Services Unit  
Capgemini BPO  
devesh-m.nayel@capgemini.com



*Yes indeed, the work that Capgemini Amphibious team has delivered so far, left the team very satisfied. Capgemini has picked up very quickly on our expectation and is delivering very good material."*

Head-Technical Publications,  
Aerospace manufacturer



### About Capgemini

With more than 130,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)