



CAREstream Health

Canadian distributor of medical equipment uses Adobe® Technical Communication Suite 2 to streamline its technical documentation process end to end

CAREstream Health
www.carestream.com

In partnership with
Integrated Technologies, Inc.
and Millennium Consultants, Inc.
www.linked2doc.com

Industry
Healthcare

Challenges

- Standardize documentation in application-independent format
- Integrate legacy files
- Upgrade content management system

Solution

- Integrated technical document publishing system

CAREstream Health re-engineered its document publishing system using Adobe Technical Communication Suite 2, accelerating workflows and reaping the cost benefits of moving to a structured, fully integrated production environment.

Results

- Accelerated productivity tenfold with PDF review
- Streamlined editing process
- Enabled reuse of content
- Improved document control
- Enhanced customer satisfaction
- Supported upgrade of content management software

Systems at a glance

- Adobe Technical Communication Suite 2. Components used include:
Adobe FrameMaker 9
Adobe RoboHelp 8
Adobe Captivate 4
Adobe Acrobat 9 Pro Extended
Adobe Photoshop CS4
- Linked2

A streamlined approach to technical publishing

CAREstream, an exclusive, authorized dealer of medical technologies, is in the enviable position of being one of Canada's fastest-growing companies. One reason it maintains its market-leading status is because, at every stage of the sales process, the firm's representatives are equipped with extensive product knowledge and customers have immediate access to accurate and current technical documentation for all the equipment CAREstream sells. Every product that ships must be accompanied by up-to-date service information, user content, and help systems—whether on the web, on CD, DVD, or in printed format. Without government-approved technical documentation, products cannot ship.

In the past, managing and producing such a large volume of technical content—an essential part of CAREstream's business model—was a time-consuming and restrictive process. The documentation review cycle was lengthy and disjointed, with multiple contributors editing and merging disparate file types. Also, there wasn't an easy way to reuse content components.

User files, generated from all over the world, would often arrive in different formats and different languages, necessitating prohibitively expensive translation services. Once translated to English, materials would again require translation to multiple languages. Exchanging materials among teams was difficult, as files created in one application might be e-mailed to remote teams, who would make revisions on a different platform or in another application before sharing revisions and comments. A task as straightforward as embedding graphics into e-mails was unreliable, as content might not be received in a readable format.

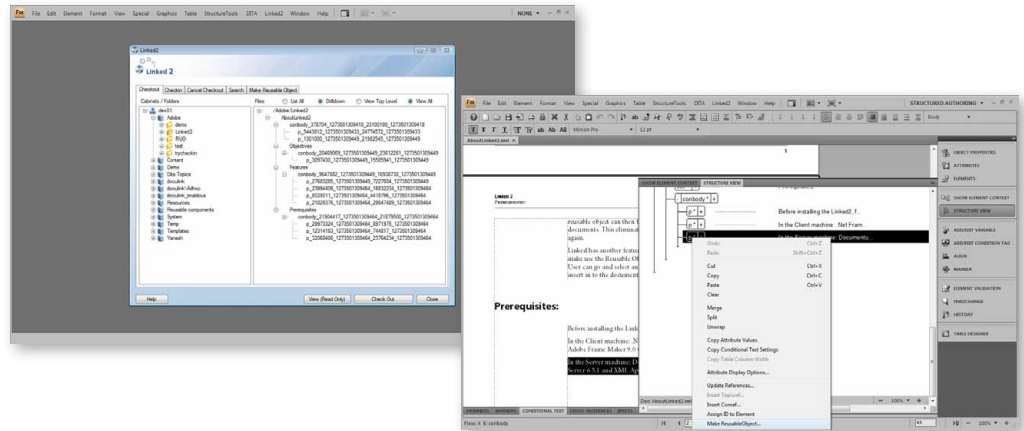
CAREstream needed an integrated technical publishing system that would allow remote teams to easily create, convert, consolidate, and publish all of its time-sensitive technical documents in an application-independent format. The ideal technology would have to integrate with the company's legacy Documentum content management system (CMS) as well as support an upgrade of that package, and allow writers and editors to migrate off word processing software and work in their favorite editor, Adobe FrameMaker®. The solution would need to enable standardization on the application-independent format of XML, and leverage the industry-standard Darwin Information Typing Architecture (DITA)/XML structure. All documents would have to be easily translated for localization, and be available for output to multiple formats.

A structured, cost-effective solution

"All our content was in unstructured FrameMaker, Word, and Adobe RoboHelp® formats. We very much wanted to move to DITA XML structured content to bring greater efficiencies to our entire technical documentation process," says Chafic El-Damaa, systems engineer at CAREstream. "Our new integrated Adobe FrameMaker solution has enabled us to edit entirely in FrameMaker, provided support for reusable components, and facilitated a much-needed upgrade of Documentum, our content management system."

El-Damaa adds that a key reason CAREstream opted for an Adobe solution is that it provides a good user experience and requires minimal training. Adobe Technical Communication Suite 2, he explains, was the only solution that provided tools to easily combine text and graphics for staff to rapidly produce professional, image-rich materials. The CAREstream team also found that the Linked2 plug-in to FrameMaker provided the means for secure logins, intuitive search and retrieval, and a much more seamless workflow.

CAREstream selected Adobe Technical Communication Suite 2 to build its unified, application-independent technical publishing framework. With Adobe Technical Communication Suite 2 working in conjunction with Linked2 plug-in for FrameMaker 9, CAREstream has improved its publishing productivity tenfold, streamlined collaboration, and enhanced customer satisfaction.



“Adobe Technical Communication Suite 2 gave us an enhanced user experience, made it much easier to edit our legacy content, and enabled us to better manage revision control. This solution is like digging in your backyard and finding oil.”

Chafic El-Damaa
Systems engineer,
CAREstream Health

CAREstream initially tested its Adobe FrameMaker solution in the company’s imaging division. The editorial team was pleased to discover that the implementation resulted in better, faster language translations, filtering, and file conversions; plus, it gave staff powerful menu choices to manage content in a defined and structured way.

Linked2 appears as a menu item on the FrameMaker screen, featuring simple choices such as Check-in, Check-out, Cancel Check-out, Search, and Make Reusable Object. “Adobe Technical Communication Suite 2 is a winning technological combination that places a strong emphasis on integration,” says El-Damaa.

One of the main reasons CAREstream wanted to go to a DITA and XML structure was because of its powerful reuse capabilities. “With our new solution, all we have to do is right click on any content in a FrameMaker document and select ‘make reusable,’” says El-Damaa. “The selected text is automatically updated for repurposing. It is an incredibly simple and efficient process that has greatly accelerated our workflow.” Overall, the Documentum, Linked2 Integration, and FrameMaker solution has resulted in streamlining the production cycle of a typical project, which translates to significant time and money savings for CAREstream.

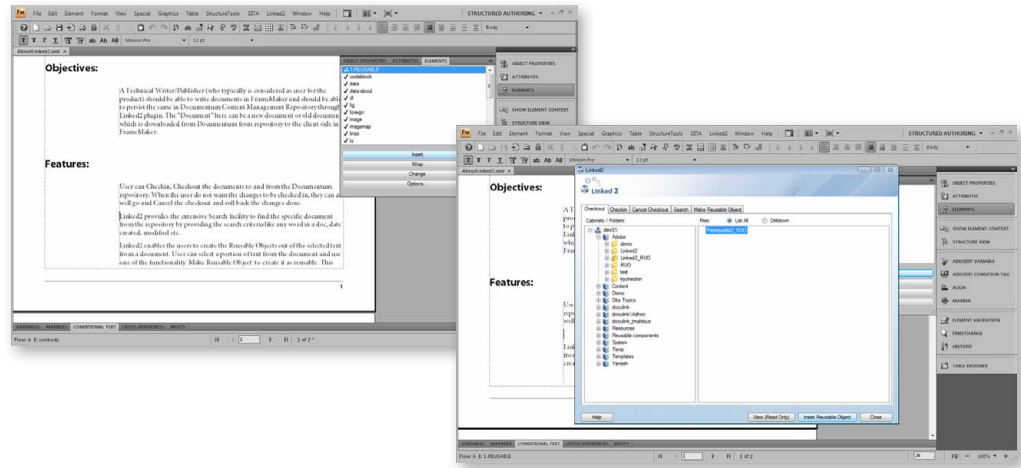
CAREstream’s project review cycle also has been significantly accelerated due in large part to the new review capabilities using PDF. Instead of grappling with numerous, disparate documents, the CAREstream team sends out a single PDF file—generated in Adobe FrameMaker—for review. Each recipient submits comments on the document, which are then merged into one, consolidated file. From there, editors can choose to accept or reject the revisions.

“Our productivity has increased tenfold since we began using the PDF review capability alone. Implementing a new system using Adobe Technical Communication Suite 2 is a huge, revolutionary advance for technical communicators,” says El-Damaa. CAREstream is now rolling out several new projects for XML single sourcing and reuse for localization in 18 different countries. By translating the documentation in modules instead of individually, CAREstream is realizing even more savings in money and time.

Immediate efficiencies, satisfied customers

From a business perspective, like all service companies, CAREstream operates with customer satisfaction front of mind. Now, CAREstream customers receive highly polished, interactive documents that serve a wide range of needs, adding value to the transaction with improved service, and helping the organization build a loyal customer base. As an added cost savings, there has been a drop in the number of incoming customer service calls because product documentation is much improved.

Adobe Technical Communication Suite 2 provides CAREstream with tools to rapidly produce professional, image-rich materials. Authors and editors now have a comprehensive, integrated solution for writing, reviewing, and publishing technical documentation, help systems, and online training.



With Adobe Technical Communication Suite 2 software, authors and editors have a comprehensive, integrated solution for writing, reviewing, and publishing technical documentation, help systems, and online training. Comprised of six powerful applications, Adobe Technical Communication Suite 2 offers robust professional tools to help technical communicators and authors deliver polished, interactive content. As is the case at CAREstream, writers of help systems can import content from FrameMaker 9 into RoboHelp 8 to develop compelling, easy-to-access online and offline documentation.

Linked2, from Millennium Consultants & Integrated Technologies Inc., is a plug-in for Adobe FrameMaker that serves as a bridge for accessing files in the EMC Documentum content management system. It delivers full support for DITA, the topic-based XML standard.

"Instead of having to work with pieces of a puzzle, FrameMaker enables components to talk with one another as constituents of a platform," says El-Damaa. "The tight integration Adobe Technical Communication Suite 2 provides between all the system's parts, the fact that FrameMaker can be a single source for RoboHelp files, and that PDF review is now possible, all add up to huge benefits for us. Adobe Technical Communication Suite 2 gave us an enhanced user experience, made it much easier to edit our legacy content, and enabled us to better manage revision control. This solution is like digging in your backyard and finding oil."

For more information
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