

## TECHNICAL COMMUNICATION



### **Noxum - Technical Communication**

Competence in methods, standards, conception and project management

Advice, software and systems for technical communication and translation management on the global stage

**noxum**



"We offer comprehensive knowledge and concepts relating to the key areas of technical documentation such as variant and translation management. At the same time, we have a software system which easily copes with these complex tasks. We have been offering our customers structuring standards and methods such as DocBook, DITA, Funktionsdesign® and Information Mapping® for many years now."

**Volker Römisch,**  
managing director of Noxum GmbH,  
head of product development

## Technical Communication for the future

Nowadays, technical communication no longer refers to producing operating instructions alone. The term encompasses the management of all important information over the life cycle of a product.

Documents need to be produced more and more quickly and cheaply and are usually required in a number of languages. Ever shorter product life cycles and the increasing variety of products and services available mean that the requirements relating to technical communication and therefore iterative editorial processes are very high indeed.

### A tool for global competitiveness: editorial systems of the future

The competitiveness of all businesses depends on efficient, optimized processes. Given the various guidelines, standards and laws in force in the global arena, compliance with legal requirements is a particular challenge facing the businesses of today.

The editorial system of the future should provide a comprehensive solution which shortens product life cycles, speeds up editorial work and reduces overall time to market.

These objectives can be achieved through

- rigorous modularization
- a high-performance translation management system
- version and variant management
- Support for global, multisite editorial processes
- multimedia publications
- interfaces to higher- and lower-level systems.

### Product and consultancy services from a single source

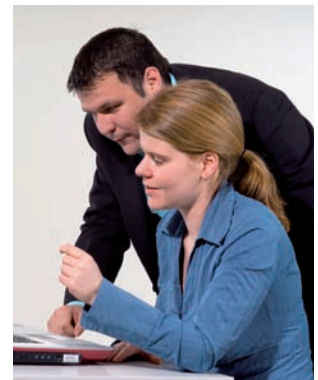
With the Noxum Publishing Studio, Noxum provides a standardized product for use in medium-sized enterprises and larger company groups.

Through its GPM- and IPMA-certified project managers, it also offers the technical project competence required to successfully introduce the editorial system.

To complement this product and project competence, the company also has an in-depth knowledge of the fundamental aspects of technical communication and the relevant standards and methods involved. With its experienced staff and external consultants, Noxum has been a competent partner to its customers for more than a decade now.

#### Documentation types in the area of technical communication

User handbooks
Operating manuals
Maintenance handbooks
Repair documentation
Installation manuals
Product descriptions
Software documentation
Testing and diagnostics literature
Sales documentation
Training documents
Reporting/support documents
Development documentation
Repair manuals
Parts lists
Data sheets/catalogs
Replacement part catalogs
Operating instructions
Customer literature
Help systems
Helpdesk documents



Diverse media – standard output formats
XML
XSL FO
HTML/XHTML
RTF
PDF
MIF
INDD
CHM

### Coherent concepts for Cross Media Publishing

Gone are the days when documents were published only in printed form. Nowadays, companies must publish documents via a number of different channels at the same time.

To meet companies' needs, software systems must be based upon a coherent concept and future-proof technologies. The Noxum Publishing Studio features an intuitive user interface which makes it easy for users to find what they are looking for, e.g. existing information modules. These modules can be structured in a hierarchical fashion and then output in the desired target formats, with the option of adding extra information at the same time.



"Shorter product life cycles and rapidly growing product portfolios mean that we need to optimize costs when producing basic knowledge, refined knowledge and knowledge that comes with experience. Given the tough competition to attract customers, it is becoming increasingly important to focus not only on knowledge management but also on the challenges in the area of customer services. The multiple use of existing content from technical documentation to produce training documents is one way of doing this. Synergy effects such as these in customer services can be achieved by producing content in the media-neutral XML format."

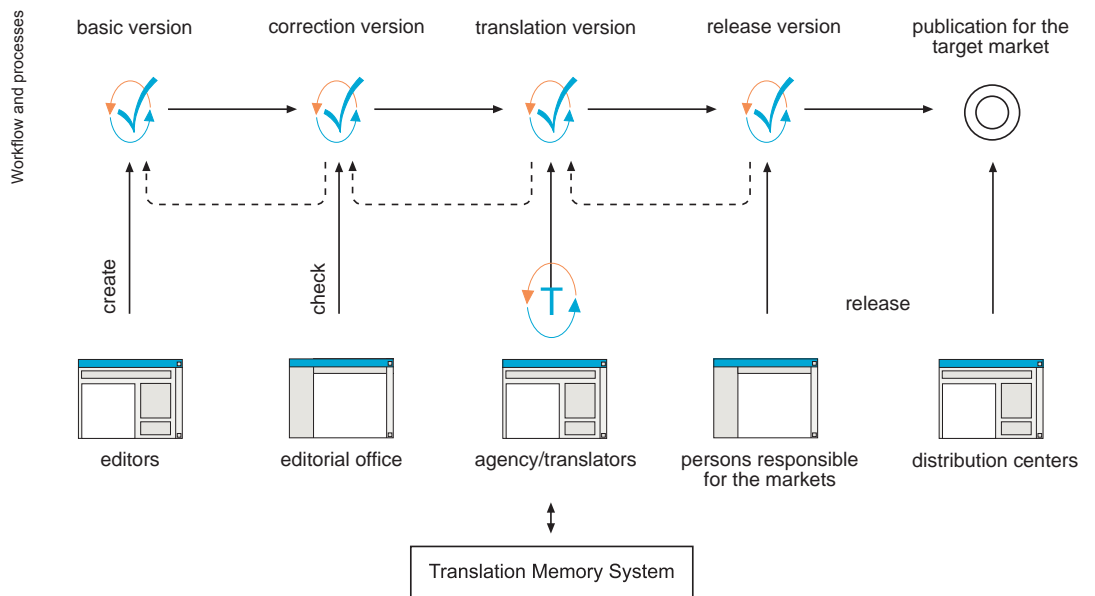
**Christian Jarc,**  
product launch team leader at  
KUKA Roboter GmbH



### Produce documents in various languages worldwide

Global businesses require an effective and efficient translation management system. Product documentation must be available in many languages at the same time and it must be possible to maintain this documentation from any location. Translation outlay therefore represents an enormous time and cost factor.

Working together with technological partners such as SDL/Trados GmbH and across Systems GmbH, Noxum creates direct interfaces which optimize complex translation processes.



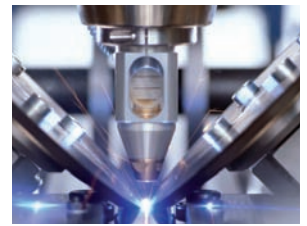
**Solutions for heterogeneous system environments: service-oriented architecture (SOA)**

The concepts developed by Noxum always focus on integration and networking and are centered around the very latest management concepts, e.g. SOA. Noxum offers the necessary skills and experience when it comes to providing advice and implementing these technical solutions. Indeed, this forms the basis of the company's day-to-day work.

The XML-based Noxum Publishing Studio editorial system forms an integral part of information and product life cycle management. Noxum relies on various open standards, e.g. web services, in order to link in databases and ERP (e.g. SAP®, Navision®, IBM AS/400®, - iSeries®), CRM, PPS or PDM software solutions. Thanks to Noxum's software solutions and know-how, businesses can combine the benefits of relational and structured data management in XML format.

**System-based process support for an improved return on investment**

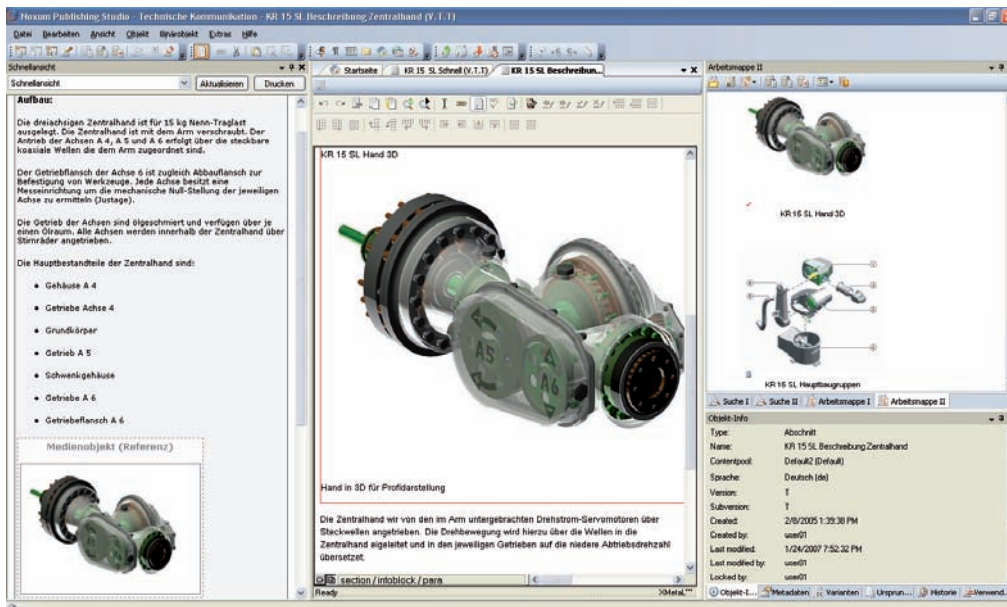
- Optimum collection and management functions for technical documents of any type
- Version and variant management
- System-based workflow support to optimize and standardize editorial processes
- Integration of internal and external translators as well as translation job management
- Support for localization processes
- Integration of leading translation memory systems and terminology solutions from SDL/Trados®, across® or Transit
- Improvements in document relevance and quality
- Automated publication processes, e.g. fully automated generation of editable intermediate formats (RTF, MIF, INDD) and fully automated generation of PDF files for use as setting copies
- Complex helpdesk documents (printed and CHM)
- Integration and networking of heterogeneous system environments on the basis of open standards
- Clear reductions in costs thanks to optimized translation processes



"When selecting our editorial system, we were looking for a system which supports editorial processes at all our company sites and can be tailored to fit in with existing editorial procedures. The integrated editor and impressive client/server architecture were two other reasons for choosing the Noxum Publishing Studio."

**Frank Neidhart,**  
 technical documentation  
 group leader at TRUMPF  
 Werkzeugmaschinen GmbH & Co. KG

Noxum Publishing Studio - facts
Translation management
Optimized links to translation memory systems (e.g. across®, SDL/Trados®, Transit)
Variant-dependent publication
Version management (object history)
Variant management
Workflow, role and rights management
Bidirectional use history



The Noxum Publishing Studio's intuitive user interface

**Noxum**

More than 10 years' experience in the fields of

- Editorial systems
- Content management systems
- XML data management and collection
- Cross media publishing

**Memberships**

GPM Deutsche Gesellschaft für Projektmanagement e. V.  
 Forum ITC  
 tekcom - Gesellschaft für technische Kommunikation e. V.  
 Verband deutscher Maschinen- und Anlagenbau e. V. (VDMA)

**Partnerships**

across® Systems GmbH  
 Adobe Solutions Network  
 Antenna House, Inc  
 Fachhochschule Würzburg-Schweinfurt  
 infinity loop GmbH  
 JustSystems, Corp  
 Microsoft® Gold Certified Partner  
 SDL/TRADOS® GmbH  
 Webtrekk GmbH

**References**

BB&K Bassier, Bergmann & Kindler GmbH	Media agency
Bosch Rexroth AG	Electric drives and controls
Daimler AG	Automotive industry
DexxIT	Wholesaling
DGH Grosshandel	Wholesaling
Dr. Ing. h.c. F. Porsche AG	Automotive industry
dSPACE GmbH	Mechatronic control systems
Duttenhofer Group	E-business, commerce
Ebert + Jacobi GmbH & Co. KG	Pharmaceutical wholesaling
Fresenius Medical Care GmbH	Medical technology
Handwerkskammer Unterfranken	Public body
Hydrometer GmbH	Measuring devices
KBA Metronic AG	Printing and labeling equipment
Kinshofer GmbH	Gripping systems
Koenig & Bauer AG	Printing machines
KROHNE Messtechnik GmbH & Co. KG	Measuring systems
KUKA Roboter GmbH	Industrial robots, welding systems
LEONHARD KURZ GmbH & Co. KG	Hot stamping foils
Manometer AG	Measuring systems
NürnbergMesse GmbH	Trade fair service provider
Pepperl+Fuchs GmbH	Industrial sensor systems
Publicis KommunikationsAgentur GmbH	Media agency
RKW Süd GmbH	Concentrated feedstuffs
RUD Ketten Rieger & Dietz GmbH & Co. KG	Chain systems
STIFTUNG WARENTEST	Service institution
TECHNIKdirekt.de	E-business, commerce
tecsis GmbH	Pressure measuring equipment
TRUMPF GmbH & Co. KG	Production engineering
WIKA Alexander Wiegand GmbH & Co. KG	Measuring systems

### Would you like further information?

You can request additional brochures on the following topics:

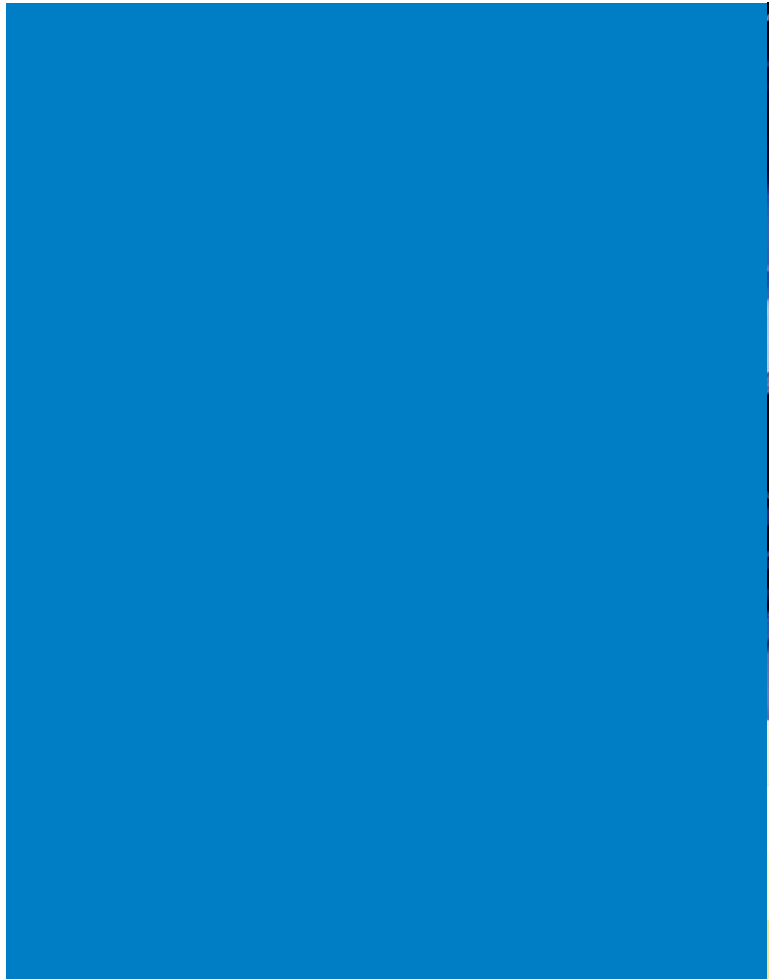
- Web Systems/Web Portals,
- Product Information Management,
- Media Asset Management

as well as the Noxum Publishing Studio product brochure.

<http://www.noxum.com/de/contact.html>

### Noxum – a passion for software

- Owner-operated company
- Established in 1996
- We develop standardized software and individual customer solutions in the areas of content management, cross media publishing, technical communication, product information management, web systems/web portals and e-business.
- Noxum solutions are already used in over 30 countries.
- We are passionate about producing software for optimum content management and editorial processes.
- We are firm supporters of XML and the associated standards.
- We allow publication processes for all media.



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