

Marconi plc

Global communications giant uses Adobe FrameMaker+SGML, Adobe Acrobat, and XML to offer customers tailored, interactive electronic technical documents

PROFILE

- A leader in global communications and information technology
- Headquarters: London, England
- Revenue: £6,942 million for fiscal year ending March 2001
- www.marconi.com

BENEFITS SUMMARY

- With FrameMaker+SGML and XML, Marconi can create one set of interactive documents that customers can use to instantly assemble tailored documentation.
- Adobe FrameMaker+SGML produces high-quality XML content that matches the original structure of Marconi documents.
- Acrobat and Adobe PDF speed document review and approval at Marconi and improve the quality and quantity of comments from staff.
- FrameMaker+SGML templates help ensure the creation of consistent, professional-quality documentation throughout the company.
- Adobe FrameMaker+SGML provides easy-to-use controls for applying uniform attributes to fonts, paragraph styles, and values in Marconi technical documents.

Marconi plc is a communications and information technology leader, inside and out. As a global provider of advanced communication solutions, including optical networks, Internet routers, and intelligent switches for phone companies, Marconi has enabled customers to enjoy clear, reliable communications for more than 100 years. The company's commitment to unparalleled communications is evident not only in the technology it delivers to businesses and government organizations, but also in the written communications—user manuals, installation guides, and repair manuals—it provides to staff and customers worldwide.

The new key to Marconi's creation and delivery of technical documentation is Adobe FrameMaker+SGML 6.0 software, XML (Extensible Markup Language), Adobe Acrobat 5.0 software, and Adobe Portable Document Format (PDF). Combined, the solutions are giving Marconi a solid foundation for quickly authoring and distributing complex product materials that can be delivered as Adobe PDF files on CD-ROM, over the Internet, and eventually over wireless devices to field technicians. For customers, this will mean instant access to technical information that helps keep Marconi systems up and running without interruption.

Tailor-made solutions and documentation

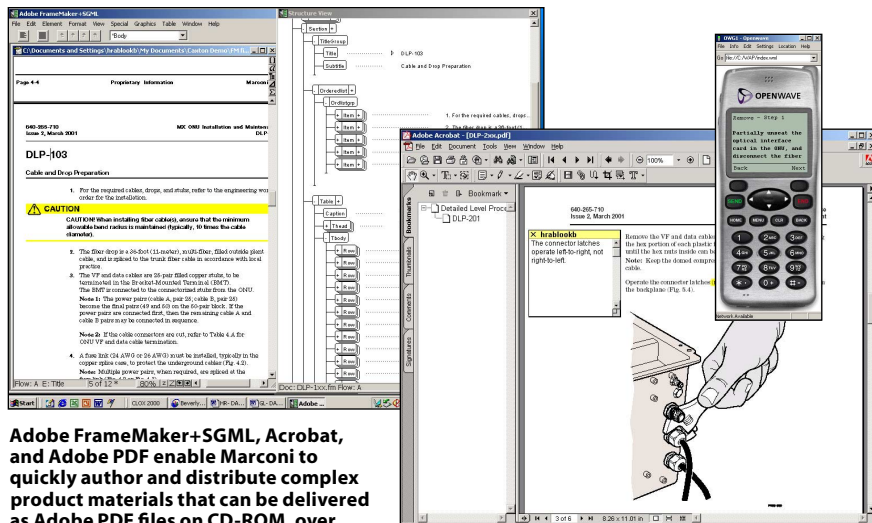
The creation of a 4,000-page user guide for optical networks demands tremendous collaboration among Marconi's technical writers. Additionally, Marconi solutions are frequently tailored to the specific needs of each customer, so technical documents, even within product lines, are

rarely the same. Fortunately for Marconi, there's Adobe FrameMaker+SGML 6.0 and XML.

"FrameMaker+SGML support for XML is instrumental in allowing us to quickly assemble customized, detailed documentation," says Beverly Hrablook, director of global digital assets for Marconi's IT Global Shared Services group. "We can create one set of interactive documents that our staff and customers can use to build materials tailored to their needs."

A group of Marconi's technical writers participated in a successful pilot project using Adobe FrameMaker+SGML 6.0 software to author the technical documentation that customers receive when purchasing systems. FrameMaker+SGML templates lend a consistent look to all documentation and provide easy controls for applying uniform attributes and values to lengthy materials. Information in documents is exported to XML, which is then stored in a database publishing system that Marconi customers and staff will access via the Internet.

Before Marconi adopted FrameMaker+SGML, the company's dispersed writing teams used a variety of document authoring tools. As a result, sharing information among groups could be difficult, and ensuring a consistent look to documentation was almost impossible. "We're giving much needed structure to our document authoring processes with Adobe FrameMaker+SGML and XML," explains Hrablook. "The benefits will be better quality documentation overall and lower costs to produce materials."



Adobe FrameMaker+SGML, Acrobat, and Adobe PDF enable Marconi to quickly author and distribute complex product materials that can be delivered as Adobe PDF files on CD-ROM, over the Internet, and eventually over wireless devices to field technicians. With FrameMaker+SGML and XML, Marconi can create one set of interactive documents that customers can use to instantly assemble tailored documentation. Acrobat and Adobe PDF speed document review and approval at Marconi and improve the quality and quantity of comments from staff.

“The mix of Adobe software, Web technologies, and wireless communications is helping us redefine what it means to have instant access to information.”

*Beverly Hrablook
Director of global digital assets
IT Global Shared
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Marconi plc*

Redefining real-time information access

Marconi’s dynamic document creation system will allow customers to go online, search for information, and instantly generate the pages—or entire manuals—containing the technical details they need. The final documents, which the system can automatically convert to Adobe PDF, will be available around the clock to customers worldwide. The advantages for the Marconi field staff are equally impressive. Technicians will be able to search for and view parts information on handheld devices and troubleshoot problems in real time.

“It’s unrealistic to expect a technician to carry a ten-pound manual up a telephone pole,” says Hrablook. “The same is true for our customers working on systems. The mix of Adobe software, Web technologies, and wireless communications is helping us redefine what it means to have instant access to information.”

Marconi chose Adobe FrameMaker+SGML software because it produces high-quality XML content that matches a document’s original structure. Marconi’s technical writers also found it allows them to easily produce complex documents containing multiple elements, including text, tables, and scalable vector graphics created with Adobe Illustrator®. Last, with FrameMaker+SGML Marconi can create documents for a variety of templates. “This is critical,” Hrablook says. “Without the FrameMaker+SGML templates, writers might

misapply elements such as paragraph styles, which would compromise XML output.”

Better collaboration with Adobe Acrobat

Marconi distributes technical document drafts in Adobe PDF to 30 to 40 reviewers. Because of the tight integration between FrameMaker+SGML and Adobe PDF, draft documents retain hyperlinks, tables of contents, and index references, making navigation easy. Using the Acrobat electronic commenting tools, such as text highlighting, text strikethrough, and electronic sticky notes, reviewers can comment on drafts in Adobe PDF, which look exactly like the documents in the native application. An additional Acrobat feature, e-signatures, is being considered to further streamline document review and sign-off.

“Adobe Acrobat and Adobe PDF simplify document review and approval,” says Hrablook. “The quantity and quality of the comments we receive has improved significantly. With Acrobat and Adobe PDF, we not only have shortened document review cycles, but also have improved the accuracy and completeness of our materials.”

Single source, unlimited options

Marconi plans to institute the dynamic document assembly workflow company-wide by mid-2002. “Ultimately,” says Hrablook, “Adobe FrameMaker+SGML and XML will let us generate an infinite number of documents from the same content repository. Users can assemble the information they need, print it to paper, or convert it to Adobe PDF for online delivery. With Adobe software and XML, we’re finding new ways to cost-effectively respond to our customers’ diverse needs.”

TOOLBOX

Adobe Acrobat
Adobe FrameMaker+SGML
Adobe Illustrator

PCs running Microsoft® Windows NT® and Windows® 2000

