



# Dell Inc.

SUCCESS STORY

## Dell increases quality and speeds publication of millions of pages of documentation with Adobe® Acrobat® and FrameMaker® software

### Dell Inc.

- Provider of IT and Internet infrastructure solutions
- Headquarters: Round Rock, Texas
- Revenues: \$36.9 billion for four quarters ending April 2003
- Size: 39,000 employees worldwide
- Founded: 1984

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

### Industry

Computer Systems

### Solution

Technical Documentation

### Products Used

- Adobe Acrobat Professional
- Adobe Acrobat Standard
- Adobe FrameMaker

### Company Profile

Dell Inc. is a global provider of products and services that enable customers to build reliable, high-performance IT and Internet infrastructures. Quality product documentation is integral to the company's success. To develop, review, preflight, and publish its documentation efficiently, Dell implemented an end-to-end electronic workflow based on Adobe Acrobat and Adobe FrameMaker software.

### Challenges Faced

#### Ensure error-free printing by printers worldwide

The Dell Information Development group produces millions of pages of documentation annually. For years, the group provided its printers with Adobe PostScript® files. To increase printing accuracy, Dell wanted a file format that ensured documents looked the same on paper as they did on screen, regardless of the platforms or applications used to author them. Furthermore, because it's a global company, Dell needed a solution that could support multiple languages, including those with a double-byte character set, such as Chinese.

Dell also needed a system that would simplify preflighting. Traditionally, if authors discovered even the tiniest error in a PostScript file during preflighting, they had to make the correction in the native file and then generate another PostScript file. To save time, Dell wanted the ability to make last-minute edits to print-ready files.

#### Streamline document exchange and review

Document reviewers at Dell provided their comments via e-mail or phone. This system prolonged review cycles because reviewers couldn't see and respond to each others' comments, and authors needed to compare and incorporate feedback from multiple reviewers. To shorten review cycles and enable more collaborative reviewing, Dell wanted to give reviewers company-wide the ability to comment on documents electronically.

#### Automate document processes within and across groups

Other groups within Dell also stood to gain from automating document-based processes. For example, Human Resources wanted to enable electronic completion and routing of routine forms, and the Legal department wanted a file format for securely sharing confidential documents. Dell sought a single enterprise solution that would lower the administrative costs associated with document sharing while freeing employees to spend more time on higher-value activities.

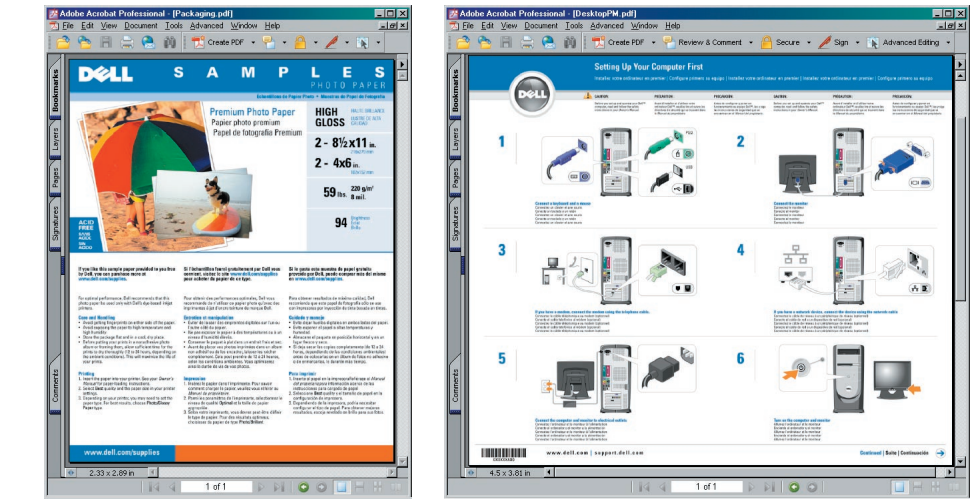
### Success Strategy

Dell is meeting its goals with electronic processes built around Adobe software. Product documentation is authored in Adobe FrameMaker, which supports Dell's long documents with features such as sophisticated templates, rich formatting options, book building, easy output to Adobe Portable Document Format (PDF), and conversion to HTML for online publication.

When a document is ready for review, the author easily converts it to Adobe PDF and then distributes it via e-mail. Since Dell acquired an enterprise site license for Acrobat Standard software, employees worldwide can use the software's annotation tools, including sticky notes and highlighting, to record their comments on the



Dell's Information Development group uses Adobe FrameMaker to author documents and outputs the files to Adobe PDF for collaborative reviews and streamlined printing. The solution has enabled the company to improve document quality while reducing the time required to author, approve, print, and distribute product documentation.



“Important benefits of the Adobe-based workflow for Dell are streamlined preflighting and easier, more reliable delivery of print-ready materials to printers worldwide. Printers can see exactly how printed materials are supposed to look.”

Cathy Brown,  
Graphics/document delivery  
manager,  
Dell Inc.

document electronically. The author can gather comments from multiple reviewers into a single Adobe PDF file or view them collectively in a separate window.

Dell provides its printers around the globe with high-resolution Adobe PDF files. To ensure printing will be accurate, authors in the Information Development group preflight the files using features in Acrobat Professional and other preflight tools; if necessary, they can make last-minute changes directly to the Adobe PDF file.

Other groups within Dell can also take advantage of the Acrobat enterprise site license. The Legal group and the Contracts group will use security features in Adobe Acrobat to protect confidential documents output to Adobe PDF and share them with partners and clients using a variety of computing platforms. Groups that process forms, such as Human Resources and Purchasing, can create forms in Adobe PDF that employees can submit online.

“Adobe Acrobat helps our marketing efforts by providing a standard, compact format for electronically transmitting information to our internal and external customers,” says Joe Curley, worldwide marketing manager at Dell. “With Acrobat, we can improve document revision control and security, while enabling uniform presentation and print quality.”

## Business Benefits

- Reduced time to author, review, preflight, print, and distribute product documentation
- Improved document quality with more reliable printing in multiple languages
- Enhanced customer service due to rapid access to timely, quality documentation

“Important benefits of the Adobe-based workflow for Dell are streamlined preflighting and easier, more reliable delivery of print-ready materials to printers worldwide,” says Cathy Brown, graphics/document delivery manager at Dell. “Printers can see exactly how printed materials are supposed to look.” Preflighting files is faster because Dell delivers to printers compact, easy-to-manage Adobe PDF files that can be edited at the last minute if minor changes are needed. Printing suppliers and Dell staff benefit from a higher percentage of files that are error-free, while customers enjoy faster access to current documentation.

The company anticipates further time savings as reviewers company-wide begin using the tools in Adobe Acrobat to comment on documents electronically. “The commenting features in Acrobat enable more interactive review and tracking of comments across departments,” says Brown. “Reviewers can see each other’s comments, saving time and improving the quality of our finished documents.”