SEW-EURODRIVE
RELIES ON SCHEMA

16,000 employees all over the world work on the development and production of drive solutions for conveyor belts, beverage bottling systems, rooftops for sports stadiums, gravel plants or assembly lines or processes in the chemical industry. With a turnover of 2.6 billion Euro (2015/2015), as well as assembly plants and establishments in 48 countries, SEW-EURODRIVE has become a market leader in the sector of drive automation. Depending on the requirement or the sector, SEW-EURODRIVE provides individual solutions from a comprehensive tool box that comprises geared motors and frequency inverters, Servo motor systems, decentralized drive systems and industrial gear boxes.

SEW-EURODRIVE DRIVES EFFICIENTLY WITH SCHEMA ST4 IN THE TECHNICAL EDITORIAL TEAM

Particularly in the sector of investment goods, the products are becoming more complex and technically comparable. This leads to a transformation in the significance of the technical documentation, from a "passive" internal service to an "active" contribution to the success of the business.

Legal security, customer loyalty and distinctiveness from the competition: These are the overall goals that SEW-EURODRIVE set for the internal information management and the technical documentation.

These goals also have direct effects on the tasks of the technical documentation. Service orientation, a short Time-to-Market and efficient processes are also requested there. SEW-EURODRIVE has been already working successfully with SCHEMA ST4 since 2005. Since at that time not all demands were supported as standard, it was necessary to implement a system which was highly adjusted.

With the rapid development of SCHEMA ST4, the adaptations were no longer necessary and SEW-EURODRIVE switched to the standard version in January 2014. In this manner, it was also possible for SEW-EURODRIVE to get the latest updates with reasonable effort.

The following optimizations could only be implemented with a switch to the standard ST4:

- Detachment of their complex data structure
- Direct PDF productions without an intermediate step in the Editor
- Use of all the functions of SCHEMA ST4 such as the variant manager, TMS export for several languages simultaneously, taxonomies and many others.

The first phase after the switch to standard

Thanks to the comprehensive preliminary work made by SCHEMA and both of the ST4 administrators, the technical editors were able to work again rapidly with the system and create documentation. Anna Schräger says, "We decided to do the switch in ongoing operations over a weekend, in order to avoid a standstill in the editorial team. In this way, we could get back to our daily business very quickly". Moreover, the editing period of the documentations were to be reduced and the editors were to be supported in their work. For example, the creation process was reduced because the editors did not need to make the laborious production with the detour over FrameMaker books, instead they could use the automatic PDF generation directly from ST4. Title pages could now be generated automatically with the help of the metadata. Previously, the technical editors had to do this in FrameMaker themselves.

This improvement is reflected again in the overall translation process. Texts have to be only translated; the previously needed DTP work is omitted completely. This reduces the translation costs significantly.

Stefan Ebbert has also followed the project from the beginning: "With our strongly adapted version of SCHEMA ST4 we were no longer sustainable. Every update required an enormous effort from SCHEMA and from us. In addition, SCHEMA ST4 now covers all our requirements in a standard manner and therefore we decided together with our contact partners at SCHEMA to switch to the Standard."

After the changeover phase and securing the previous functions, step by step, the editorial system was made fit for the further possibilities. This includes the production of

order-specific documentation "on demand" via SCHEMA´s own APX modules. Furthermore, even the most distinctive documentation types can be created with the different layout templates. Amongst these we find:

• Operation and installation instructions
• Handbooks
• Online help
• Training material
• Data sheets
• Proof copies

Further Layouts are currently being developed.

One of the reasons for the frictionless cooperation between customer and manufacturer is the web portal provided by SCHEMA, in which SEW-EURODRIVE and SCHEMA work together on the further development of the application. The requirements or rather, the requests of the user are defined over there. The participants of the projects communicate there without detours and one can follow the different work stages of each ticket, the bug fixes and the error reports with the subsequent changes over there as well.

Checking the language during input
A special feature of the editorial environment of SEW-EURODRIVE is the implementation of AcrolinxIQ, a server-based language checker of acrolinx GmbH. Here the Acrolinx-Client for FrameMaker is used, which is in turn used as the editor for the contents in the editing system. AcrolinxIQ checks the entered texts on the basis of terminology, spelling and writing style. The service of AcrolinxIQ is therefore directly integrated in the editor. The verified texts flow back to the data base of the editing system.

In this manner the consistency of the texts is ensured. The uniformity in the application of the terminology of the company itself and the reuse of the component parts is increased.

An increase in performance for the same costs
In the meantime, thanks to the productive operation of SCHEMA ST4, SEW-EURODRIVE has collected sufficient experience in order to be able to evaluate the efficiency of the internal procedures. Even though it was never calculated in euro or cent, one can still say that for the same costs more translations and more language circles can be handled. Meanwhile, the editing durations have decreased and the level of reuse of documents has increased, without needing more resources.

The documentation of SEW-EURODRIVE has been already available on the internet since 1998. The magnitude of the uploaded documents is of approximately 1,200 per calendar year, with a fluctuating size of 50-900 pages and an average of 150 pages per document, including reviews.

Legal security, customer loyalty and distinctiveness from competitors
One of the broader project goals of SEW-EURODRIVE was to use the technical documentation in the framework of service orientation and Time-to-Market for the strengthening of their own market position. Achieving this was definitely easier with SCHEMA ST4. In this manner for example, a library is built from the collection of warning messages, in order to expand the internal standards for the technical documentation with a matrix for danger analyses. This is, alongside the international requirements for legal security and accountability of the documentation, an essential additional use of the system. The numerous positive feedbacks from the customers show that the operating manuals themselves correspond to the high standards of the products. This quality was confirmed within the framework of DocCert. The certificate which originated from TÜV SÜD in 1993 guarantees a user-friendly, comprehensible and most importantly, safe technical documentation. The label is now also valid for the documentation of SEW-EURODRIVE, which was also tested live by users and was found to be good.

The status today and further developments
Today 29 people work with the system: Editors, illustrators, translators and translation managers.

Such a system is actually never completed. The technical communication develops constantly and accordingly there will be always new requirements for the technical editors and the editing system. This gives rise to changes in the procedures and processes, whose implementation with new functions of SCHEMA ST4 is made possible. Hence, SEW-EURODRIVE gives great value to the continuous developments of the system.

In the future, more order-specific documentations will be created with SCHEMA ST4 and their publication will follow directly from the system via SAP stock lists, and all simply at the push of a button.

PROJECT- HIGHLIGHTS

• **Document types:**
  Catalog, Setup and Installation manuals, system handbooks and online help
• **Output formats:**
  PDF, HTML, context-sensitive online help (chm), Word
• **Quantity structure:**
  Approx.1, 200 Documentations in a system with 50-900 pages, 80-100 new implementations per year
• **Languages:**
  26 Languages
• **ST4 users**
  20 editors, 3 illustrators, 4 translators, 2 translation managers

SCHEMA – Complex Documents Made Easy.

SCHEMA GmbH was founded in 1995 in Nürnberg and today has around 100 employees.

SCHEMA ST4 is an XML-based editing and content management system, offering extensive features for all aspects of the creation, management, translation, quality management, publication and distribution of product information of any kind. SCHEMA ST4's scalability makes it suitable for small editing teams as well as for company-wide solutions for information logistics. SCHEMA ST4 can be used as a standard product or a customer-specific solution. With the SCHEMA Content Delivery Server, information can be distributed intelligently to all common platforms, independently of SCHEMA ST4.

Our products and solutions are successfully deployed across various branches of industry to simplify 'complex documents,' including technical documentation, software documentation and help systems, catalogs, labeling for pharmaceutical companies, training material, solutions for specialized publishers, contract and bid management. SCHEMA ST4 is based on Microsoft .NET technology with Windows and web clients, and can easily be integrated and deployed into modern IT landscapes, as it supports the entire bandwidth of documentation standards (XML, XSL:FO, DITA, etc.). SCHEMA ST4 offers a broad line-up of interfaces (XML editors, MS Office, Adobe CS & FrameMaker, SAP, etc.). SCHEMA is proud to be part of an active network of renowned partners, as this enables SCHEMA to offer specialized solutions for its customers as well.

Among the many customers already using solutions based on SCHEMA ST4 are: ABB, Agilent, Avaloq, Bosch, Boehringer Ingelheim, Bundesanzeiger, Carl Zeiss, Daimler, Deutsche Bundesbank, General Electric, Hewlett Packard, Lindauer DORNIER, MAN, Miele, Reifenhäuser, Roche Diagnostics, Schaeffler Gruppe, Siemens, Österreichische Bundesbahnen, Philips, STOLL, T-Systems, Voith and Wolffkran, and many more.

For more information:
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