

# PILZ GMBH CO. & KG RELIES ON SCHEMA

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At Pilz GmbH & Co. KG, Ostfildern, a solution supplier for safe automation, customer proximity and service is of the utmost importance. For more than 60 years, innovative products, intelligent system solutions and comprehensive services for safe automation have formed the basis for the success of this family business. The company's core competence is the safe automation of machines and plants. Pilz has been applying this knowledge for several years to current market requirements in automation technology and offers one-stop solutions for both safe and standard automation. Customized solutions ensure safe and economic processes. No wonder then that as automation specialists Pilz aspires to improve and optimize their own processes.

**pilz**



# PILZ, THE AUTOMATION SPECIALIST, COUNTS ON SCHEMA IN TECHNICAL EDITING

**The company relies on the editing and content management system SCHEMA ST4 for the automated production of catalogs and user guides. Today, Pilz uses this solution for a multitude of document types, from simple data sheets to complex multilingual user guides to 500-page product catalogs, and has cut catalog production time by up to 70 percent.**

In the past, technical editors at Pilz worked the same way that many companies do. Technical documents were created „by hand“ in a DTP program. When possible, existing documents were used as templates, and text passages were copied over and over from other files.

Not only was this method time consuming, but also error-prone, as Sabine Gernhard, technical editor and team leader of the technical editors at Pilz, recalls: „We had a central folder containing some text and graphics for reuse but there was always the chance that different versions of one and the same text existed simultaneously.“ This was another reason for Pilz to look for an automated solution for catalog production in 2001.

The project team to which Sabine Gernhard belonged made a careful and thorough analysis of the solutions on the market.

“First of all, we were looking for a system to produce our catalogs,” Gernhard remembers. “At this point, SCHEMA had already made it onto our shortlist. What clinched it in the end was the openness of the system towards other applications, for example for creating user guides, and the possibility of configuring SCHEMA to fit our needs exactly.”

## **Modular and Media-Independent**

SCHEMA ST4 is a standard software application designed for the efficient and secure creation, organization and publication of a company's product information. The system covers the entire spectrum, managing pre-sales material such as catalogs, post-sales documents such as product documentation, training material, contracts, and much more. It features interfaces to the industry standards in prepress (e.g. Adobe InDesign, QuarkX-Press) and simplifies and speeds up the production of such documents. Layout and content are separated; product information is created as standardized text modules and stored in the form of media-independent XML. Graphics and images are also managed as individual modules in order to reuse them at any point for new documents.

## **Open Relationship**

The system's flexibility was what in the end led the Pilz project team in 2003 to opt for SCHEMA solution. “Especially important for us was the reuse of identical texts and the possibility to transfer technical data from our SAP system via XML,” Sabine Gernhard says, listing some of their requirements. “In addition, layout formats for automatic catalog generation and metadata needed to be readily available, for example for the definition of headers and footers.”

The switch to SCHEMA ST4 was a welcome opportunity for the editing team at Pilz to optimize their existing documents and texts. After all, only a small portion of the existing data was to be imported without change into the new system. The bulk of the information was reworked or created from scratch in order to guarantee the consistency and reusability of all texts and images for future

documents. After that, training was held for the five editors that would be working with SCHEMA ST4.

### From Data Sheets to Catalogs

Since then, the technical editors at Pilz have been working with SCHEMA ST4. Publication templates are used and filled segment by segment via XML with appropriate text and images from the central data repository.

These segments can consist of a single sentence or a whole paragraph. Device-specific text is written directly into the template as needed, and technical data, controlled by parameters, automatically flows into predefined tables. A large number of document types is created in this manner, from single data sheets to complex multilingual user guides to 500-page product catalogs. For each document type there is a publication template that defines the document structure. The use of media-independent XML allows production in various output formats or of different document types. "Cross media publishing is of less importance for us in this context," adds Sabine Gernhard. "We produce in FrameMaker and from that we generate PDF files.

A significant advantage of XML technology is that we no longer pass final layouts to our translators. This means significant cost savings in the translation process, because layout rework and review in the target language is no longer necessary."

### Solutions through Dialog

Pilz's catalogs and user guides are translated into several different languages, including English, French, Italian, Spanish, Dutch, Japanese and Chinese. For this, Pilz uses the SDL Trados translation memory system.

Since only text passages that have been changed are now sent for translation, the overall translation effort is significantly reduced. The translator, however, needs context information to ensure the translation is clear and correct. Sabine Gernhard explains, "If you extract only the

changed passages, you end up with sentence fragments and incoherent text. The translator misses the context.

A feature in SCHEMA ST4 provides the necessary context information but blocks it from being changed. Users can also create Frame-Maker files of the documents in the target language, inserting the text to be translated in German. This greatly assists the translation reviewers."

### Faster and Better

She estimates that it was possible to cut catalog production time by 60 to 70 percent. Not quite as much time is saved in the production of user guides.

"It largely depends on the modularity of the individual machine – the higher the modularity, the higher the time savings," says Gernhard.

These advantages convinced the initially skeptical colleagues on the technical editing team. Today, the acceptance of the editing system is very high: "It relieves us of the simple routine tasks, enabling the editing team to concentrate on their actual work."

In the end, this contributed to higher document quality on all levels – something not to be underestimated, particularly for an international company concerned with customer proximity both locally and abroad, and needing to accommodate different national regulations.



Sabine Gernhard, Technical Editor,  
Pilz GmbH & Co. KG

## **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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