ENLASO®

Save Money by Using HTML for Desktop Publishing

No matter on which side of the "Print is Dead" debate companies stand, it is clear that printed materials are on the decrease, especially for internal company documentation, user manuals, instructions for use, and even legal agreements (think of all those license agreements). Instead, companies choose to deliver information over the web or other applications to display on the closest computer screen, tablet, or phone. This move to electronic delivery eliminates costly printing while still ensuring the users have ready access to the information they need, when they need it.

To create their electronically delivered documents, companies still tend to rely on traditional desktop publishing applications. Typically, an application like FrameMaker or InDesign is used to create a document using traditional document layout techniques, including drop caps, embedded graphics, call outs, and complicated tables. Once they create these beautiful documents, it is just a click of the button to convert them to PDF for electronic delivery. This process makes sense for many companies because changing the technical writing departments and their applications is a difficult process. What these companies don't realize is that there are fees associated with the localization of these complex layouts – fees that may not be necessary. You just have to be willing to think outside the box.

In this case study, we present two companies who successfully converted their complex documents from traditional desktop publishing applications to an on-line HTML format, saving money in the localization process while still producing accessible, easily read documents for their users. The study shows how we can simplify the localization process by converting the source to HTML and localizing the resulting HTML documents – you do not give up much regarding the layout while still producing effective electronic documents, for less money.

Customer A, a software developer, wanted to translate a 16 page MS Word Customer Release Notes document into 13 languages. Customer B, a medical device company, wanted to translate a 188 page Adobe FrameMaker Instructions for Use into six languages. For both companies, the final translated documents are needed in PDF format for electronic delivery to their users. ENLASO analyzed both documents first using the traditional localization model, where we translate the source documents and then reformat them to mimic the source layout precisely.

Understanding that the deliverables for these documents are for on-line use only, we approached each customer with a cost-saving solution: We convert the source documents to HTML format and then translate the resulting HTML files. After translation, the HTML format greatly reduces the need for localized formatting, as text re-flows automatically and does not run the risk of truncation.

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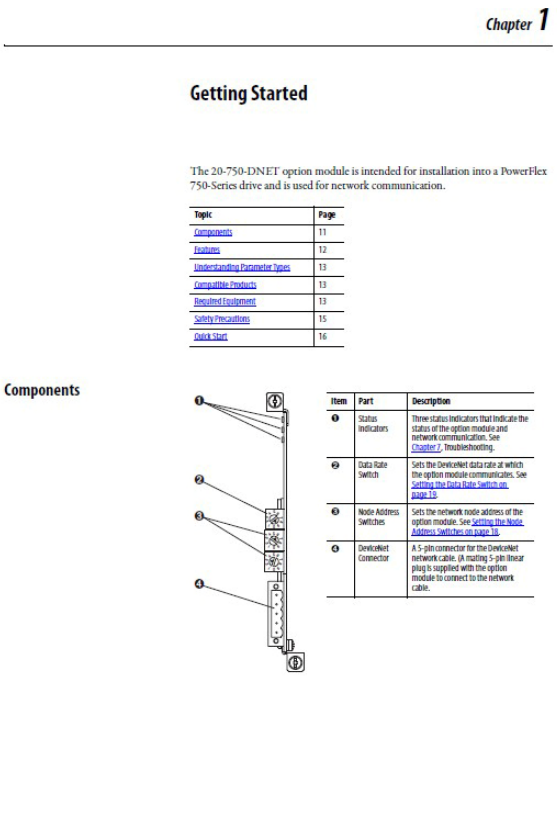
Naturally, with these savings there are also some compromises with the final layout of the electronic documents. Traditional desktop publishing applications allow for more layout options than HTML does. Some advanced printing functionality in the traditional layout of the document may also be lost. As an example, here is a document laid out in FrameMaker:



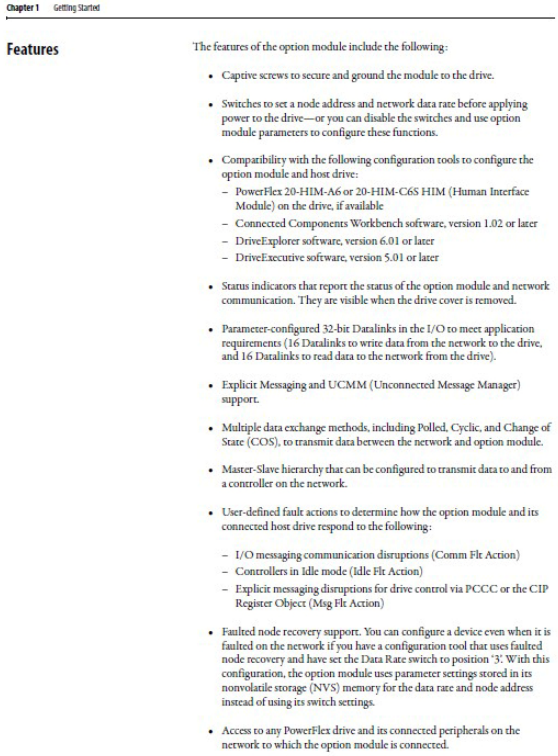
Chapter 1

Getting Started

The 20-750-DNET option module is intended for installation into a PowerFlex 750-Series drive and is used for network communication.

Components

Item	Part	Description
❶	Status Indicators	Three status indicators that indicate the status of the option module and network communication. See Chapter 7, Troubleshooting.
❷	Data Rate Switch	Sets the DeviceNet data rate at which the option module communicates. See Setting the Data Rate Switch on page 19.
❸	Node Address Switches	Sets the network node address of the option module. See Setting the Node Address Switches on page 18.
❹	DeviceNet Connector	A 5-pin connector for the DeviceNet network cable. (A mating 5-pin linear plug is supplied with the option module to connect to the network cable.



Chapter 1 Getting Started

Features

The features of the option module include the following:

- Captive screws to secure and ground the module to the drive.
- Switches to set a node address and network data rate before applying power to the drive—or you can disable the switches and use option module parameters to configure these functions.
- Compatibility with the following configuration tools to configure the option module and host drive:
  - PowerFlex 20-HIM-A6 or 20-HIM-C6S HIM (Human Interface Module) on the drive, if available
  - Connected Components Workbench software, version 1.02 or later
  - DriveExplorer software, version 6.01 or later
  - DriveExecutive software, version 5.01 or later
- Status indicators that report the status of the option module and network communication. They are visible when the drive cover is removed.
- Parameter-configured 32-bit Datalinks in the I/O to meet application requirements (16 Datalinks to write data from the network to the drive, and 16 Datalinks to read data to the network from the drive).
- Explicit Messaging and UCMM (Unconnected Message Manager) support.
- Multiple data exchange methods, including Polled, Cyclic, and Change of State (COS), to transmit data between the network and option module.
- Master-Slave hierarchy that can be configured to transmit data to and from a controller on the network.
- User-defined fault actions to determine how the option module and its connected host drive respond to the following:
  - I/O messaging communication disruptions (Comm Flt Action)
  - Controllers in Idle mode (Idle Flt Action)
  - Explicit messaging disruptions for drive control via PCCC or the CIP Register Object (Msg Flt Action)
- Faulted node recovery support. You can configure a device even when it is faulted on the network if you have a configuration tool that uses faulted node recovery and have set the Data Rate switch to position '3'. With this configuration, the option module uses parameter settings stored in its nonvolatile storage (NVS) memory for the data rate and node address instead of using its switch settings.
- Access to any PowerFlex drive and its connected peripherals on the network to which the option module is connected.

Notice the fonts, the placement of the tables, and the embedded graphic with callouts on the left hand page.

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After the conversion to HTML, this is the resulting layout:

Chapter 1

Getting Started

The 20-750-DNET option module is intended for installation into a PowerFlex 750-Series drive and is used for network communication.

Topic	Page
Components	1
Features	2
Understanding Parameter Types	3
Compatible Products	3
Required Equipment	4
Safety Precautions	5
Quick Start	6

Components

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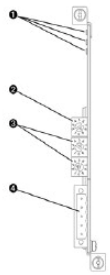

Features

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In comparing the two versions, there are some differences. The HTML document does not display the content side-by-side and the font options are more limited. There are other differences between the two PDFs: While this HTML-based PDF can be printed and adhere to the page flow displayed in HTML, compared to traditional layout applications, the HTML document has reduced control of automatic page break handling (pagination) and the PDF cannot be generated with all of the press- ready features that a professional printer may need.

Both customers have to weigh these differences in the PDFs against their cost goals –are the differences in layout important enough to pay the extra money for localizing the original documents (in MS Word and FrameMaker)? Do localized HTML files and PDFs for the localization deliverable affect anyone in the organization? In these two cases, the large localization cost savings outweighed any initial concerns with the minor layout changes in the HTML PDFs.

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The table below compares the labor hours required for the traditional workflow (localizing the FrameMaker files) with the HTML workflow for each customer:

	Pre translation tasks (language independent)	Post translation tasks (per language)	# of Languages	Total Cost
Customer A - Word	4	4.5	13	62.5
Customer A - HTML	9	3.5	13	54.5
Savings (%)				13%
Customer B - FrameMaker	18	37	6	240
Customer B - HTML	60	18	6	168
Savings (%)				30%

The labor is required at the beginning of the project to convert the source document into HTML format, retaining as much of the formatting style as possible. Because of this, the savings increase quickly as more languages are localized in the project—you convert once and reap the benefits for each target language. As document size increases and/or the number of target languages increases, the savings start to mount exponentially. In these examples, the cost savings started multiplying as Customer A localized into more than five languages. In other words, if they had only wanted four target languages, the cost for HTML conversion would have "eaten up" their downstream localization savings. For Customer B, with a much larger document, savings started to kick in with only two target languages and mounted quickly with their total of six target languages.

As companies search every workflow for cost savings, this case study highlights an often- overlooked additional source of savings. Naturally there will still be flashy brochures and other marketing materials that absolutely require professional localization desktop publishing and subsequent printing - those cannot be converted to HTML. But the thousands of pages of company policies, user manuals, installation guides, etc. could all be considered for conversion – especially if translating into more than one or two languages.

For more information on how ENLASO can assist you with all of your localization needs, please contact us at contact@enlaso.com, call (866) 415-6820, or go to www.enlaso.com.

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