QP Quark Publishing Platform NEXTGEN

Client: Automotive manufacturer
Industry: Manufacturing
Use Case: Owner manuals, workshop manuals
Users: 20+
Country: India
Goal: Operational Effectiveness, reduce time to market, digital transformation

Leading Automotive Manufacturer Drives Digital Transformation for Owner and Workshop Manuals

This leading automotive manufacturer is known for producing a range of vehicles, including passenger cars, commercial vehicles, and utility vehicles. It also engages in research and development initiatives to drive innovation and sustainability in the automotive sector.

The Challenge

The automotive manufacturing sector is a dynamic industry where innovation and regulation changes are constant. As part of their commitment to quality and compliance, this company produces owner and workshop manuals for its vehicle range. The manuals are essential for vehicle owners, providing them with crucial information on maintenance, troubleshooting, and safety guidelines.

However, their previous content creation workflow posed a significant bottleneck. With over 150 manuals to generate and distribute annually, coupled with bi-monthly updates for each, the process became excessively time-consuming and error-prone. This was primarily due to the duplication and repetitive copying and pasting of content during creation.

Why Quark?

To overcome these challenges with manual documentation, the manufacturer implemented **Quark Publishing Platform (QPP)** along with its Microsoft Word plugin for XML-Based structured authoring. This solution was specifically tailored to streamline the content creation, management, evaluation and publishing process of 50-60 owner manuals and 100 workshop manuals per year, allowing for greater efficiency and accuracy.

The **Microsoft Word** plugin empowers the content team to co-author structured, reusable documents without a drastic change in workflow or having to learn a new tool. Instead, they are leveraging the familiar Word interface while transitioning to a more efficient, structured and componentized approach to documentation.

Today, technical writers at the company benefit from a transformed workflow that is highly automated, labor-saving, and helps ensure compliance. The centralized CCMS repository in Quark Publishing Platform serves as a single source of truth for managing content securely and efficiently. Approved content components are stored and can be reused in multiple manuals, eliminating the need to copy and paste content, while enhancing consistency and speed.

The digital transformation in manual production has resulted in significant cost savings. The reduction in human effort, coupled with accelerated publishing timelines, has led to tangible reductions in operational costs.

The Results

- Effective content workflows make it simple to reuse and repurpose content components for faster delivery of documentation.

- Improved speed and accuracy with structured componentized, metadata-driven authoring workflow.

- Creating a single source-of-truth repository for the safe and efficient management of the company's systems and installations.

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If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.