Business overview

In 1888, after the development of the first Kodak camera, founder George Eastman’s strategy and marketing campaign were one and the same: “You push the button, we do the rest!” Today, over 100 years later, Eastman Kodak Company, the manufacturer of cameras, batteries, film, and other photography-related consumer products, has continued its mission to make photography simpler, more useful, and more enjoyable. Kodak now operates globally, with manufacturing operations in eight countries. Its products are marketed by subsidiary companies to people in more than 150 countries.

Challenges

In the past few years, the global consumer marketplace has demanded product information in more languages and in more formats. Simultaneously, the rapid adoption of the Internet has driven customers and partners worldwide to seek information via the World Wide Web. According to International Data Corporation, 90 percent of the people who accessed the Web in 1998 spoke English or read English, but, in 2002, that number is projected to be less than 50 percent, and, by 2004, only 30 percent.

Provide product information in multiple languages

Kodak needed a way to cost-effectively produce product and support information in multiple languages—up to 16, at present—and then publish that information to multiple media formats, including the service and support sections of its website, CD-ROM, and hard copy documents, such as user manuals packaged with Kodak products. Although faced with the growing demands of localization, the company did not have a cost-effective method for deploying content in multiple languages to multiple outputs, such as the Web and hardcopy print.

Reduce content deployment costs

The Kodak Technical Knowledge Management (TKM) organization produced documentation in multiple languages for one format—the printed copy included in the product packaging. Kodak estimated that converting each language version of a manual into HTML for the Web would take 40 to 60 hours and up to 120 additional hours for graphical conversions, costing the company a prohibitive sum of money.

Customer Profile

Eastman Kodak Company

Efficiently offering localized information worldwide

Benefits

- Dramatically reducing costs through content reuse
- Publishing in multiple languages to multiple channels
- Expediting publication while preserving brand integrity
Communicate consistent messages worldwide
As it stood, Kodak’s content management was decentralized. Global headquarters provided
direction but content developers in each country developed local content independently. As
a result, the company had no easy way to share content consistently worldwide.

EMC Documentum solution
Kodak launched a technology initiative with a clearly stated and easily understood strategy:
“Create once, localize once, store once, output many.” The company recognized that it had
to fundamentally change how it created, managed, and localized product content.

“We knew we needed to embrace SGML and XML but we also knew we needed more than
just Web content management. We needed an enterprise-strength system that could scale,
manage, and deliver content for all types of output,” said John Bustard, Director of Technical
Knowledge Management at Kodak. “That’s why we chose EMC® Documentum®.”

The Kodak Technical Knowledge Management group rolled out a new system based on
Documentum 4i eBusiness Platform, Adobe FrameMaker, and extensive use of XML and
SGML to manage its content worldwide. With this new system, the group has fundamentally
changed how it stores, assembles, and deploys multilingual product content.

Publishing in multiple languages to multiple channels, including the web
Leveraging XML with Documentum, Kodak can now create and store content once in a
central repository. After the text has been translated into multiple languages, the company
can apply a standard format and output it to many channels, including CD-ROM, its website,
and printers for the creation of hard copy materials. For example, camera specifications
can be output to hard copy user manuals, service manuals, the service and support sections
of the Kodak website plus product packaging and marketing literature.

Prior to the transformation process, Kodak treated each user manual as an entire, single
object. Kodak can now “chunk” portions of a user manual into multiple objects that can
be reassembled like building blocks and transformed into other formats such as the
web. This capability has improved how Kodak delivers product documentation to its
customers on the Web in as many languages as they do.

Reducing costs through content reuse
When content is reused, it does not need to be translated again, saving the company both
time and money. Kodak improved the translation process through effective use of translation
memory—that is, the tool where previously translated phrases are stored. Whenever Kodak
translates new material, it compares that to translation memory, reducing the number of
words and phrases that need to be translated. According to Bustard, “By introducing more
standardization in writing practices, leveraging localization suppliers, and utilizing
translation memory, Kodak experienced a 30 percent reduction in translation cost per
target word—a multi-million dollar savings for the company’s bottom line.”

Business profile
Customer Name
Eastman Kodak Company

Industry
Consumer Packaged Goods

Geographies
Rochester, New York headquarters;
with offices in the Americas,
Europe, and the Asia-Pacific
region

Business solution
Document management,
publishing

EMC Documentum products
EMC Documentum ECM Platform,
Site Caching Services

Partners
Adobe FrameMaker

Deployment summary
Deployed to 150 seats in
Technical Knowledge
Management organization.
60 seats in Corporate Tax
organization. 30 seats for an
e-learning project within ERP
community. Soon to rollout
corporate-wide for all product
content management.
**Expediting publication while preserving brand integrity**

With the new system, Kodak can rapidly and dynamically assemble and reuse text, images, and text inserts based on style sheets or queries to the content repository, and then automatically deliver content to multiple destinations.

As a result, Kodak has begun changing how it publishes its product materials while ensuring the editorial and style consistency of its multilingual content across all of its communication channels. This consistency is key to preserving the integrity of the Kodak brand.

What's more, several years ago the Kodak Technical Knowledge Management organization could not deploy web-friendly versions of product material in multiple languages cost effectively. Today it can.

The Kodak Corporate Tax organization and ERP community are also leveraging Documentum solutions. To increase content sharing and expedite deployment of web content—including populating an electronic product catalog—Kodak plans to deploy Documentum worldwide for all product content management.

The most impressive financial benefit is the projected annual savings of £7 million each year when Documentum is fully implemented.

**Summary**

Just as it did when the company was founded, Kodak wants to provide its customers with the most positive experience possible, and that includes offering its customers service and support information in the method they choose, whether by website, CD-ROM, printed materials, or some other means. Thanks to the integrated technologies of Documentum 4i eBusiness Platform, Adobe FrameMaker, XML, and SGML, Kodak can satisfy the varied communication preferences of its global customers, now and in the future.
About EMC

EMC Corporation (NYSE: EMC) is the world’s leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC’s products and services can be found at www.EMC.com.