

CASE STUDY

Transforming Dometic's Documentation with Managed Services

INTRODUCTION

In the fast-paced world of global business, efficiency and accuracy in product documentation are crucial for maintaining competitiveness. When Dometic, a leader in the consumer market, faced challenges with its expanding product documentation needs, they turned to Contiem for a streamlined solution. This case study explores how Contiem's managed services transformed Dometic's documentation process, leading to significant cost savings, process efficiencies, and enhanced stakeholder engagement.

THE CHALLENGE

Dometic's rapid growth through product development and acquisitions led to an increased demand for comprehensive and consistent product documentation. However, their internal development team faced issues with rising costs for developing product documentation, prolonged document development cycles, inconsistent documentation processes across various business units, and fluctuating demand for documentation services. Recognizing the need for an expert content partner, Dometic sought Contiem to address these challenges and enable their teams to focus on core business activities.

Contiem

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THE SOLUTION

Contiem provided a tailored solution focusing on process improvements and standardizations to align product documentation with Dometic's development lifecycle. Key elements included:

- **Process Optimization Common Source Database:** Collaborating with internal stakeholders to streamline document development workflows and align them with product development stability.
- **Template Standardization:** Simplifying and harmonizing document templates to improve clarity, reduce volume, and enhance consistency.
- **Metrics and Reporting:** Implementation of unit cost metrics and detailed performance reports to offer new insights into documentation processes and expenditures.

These strategic interventions allowed Contiem to seamlessly integrate with Dometic's operations, ensuring scalability and efficiency at every phase.

KEY OUTCOMES

During the initial transformation, the collaboration between Contiem and Dometic led to several impressive results in the first year:

- **Cost Reductions:** Development costs for documentation were substantially reduced across the board:
 - Minor updates saw a 60% cost reduction, with average development costs lowered to 36% of initial expenses.
 - Major updates achieved a 40% cost reduction, lowering costs to 61% of the original amount.
 - New document developments realized a 125% cost reduction, with costs dropping to 44% of initial estimates.
- **Enhanced Efficiency:** Document development processes became more efficient, reducing the need for extensive rework and revision cycles. Initially requiring up to five review cycles, documents now typically only need two or three cycles to reach completion.
- **Improved Stakeholder Engagement:** Contiem's involvement led to better stakeholder alignment and involvement in the document development process, further reducing rework and improving final outcomes.

EXPANDING COLLABORATION

The successful improvements and cost savings realized during the initial project phase prompted Dometic to fully outsource its domestic technical publication work to Contiem. This decision freed up internal resources, allowing Dometic's internal teams to concentrate on strategic initiatives. Contiem now collaborates with ten separate US-based engineering groups and partners with global business units to author documents in complex international markets. As Dometic has grown through acquisition, Contiem has partnered with new business units, ensuring their entire documentation libraries are brought up to Dometic's standards. When regulatory shifts occurred in the EU, Contiem quickly revamped documentation and managed translations into 26+ languages for multiple products to meet the new requirements.

“Another fan. You and your team are doing a great job. It's amazing what happens when you remove roadblocks and obstacles and let people do their job!”

Vice President of Engineering, Dometic

CONCLUSION

As technology has progressed, Contiem partnered with Dometic to modernize their documentation management systems, collaborating in their development of DITA-based platforms to create greater efficiencies in authoring and translation management. Being a full-service company, Contiem's content engineering teams support Dometic's management platform while their technical writing teams support day-to-day authoring and illustration needs. Contiem's decade-long successful partnership with Dometic validates the profound effect that managed services can have on enterprise-level documentation processes. By integrating seamlessly into Dometic's operations, Contiem has delivered significant cost reductions, improved efficiencies, and seamless stakeholder engagement. These achievements underscore Contiem's commitment to delivering exceptional content solutions tailored to meet each client's unique needs.