Case Study

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EskoArtwork

The Challenge

EskoArtwork is the worldwide market leader in the software, hardware and services essential to the creation, production and automation of product packaging. In this context, EskoArtwork provides large-scale printing companies around the world with roughly 50 different software solutions such as structural design and graphic software, virtual mockups, and system integration, among others.

In early 2008, following rapid growth and a recent merger, EskoArtwork's software documentation team faced a critical challenge: modernize and standardize all product documentation in a highly productive, easy-to-use and sustainable document management system. They selected Componize for Alfresco, today a recognized leader in DITA-based information management. Within one year, the time the EskoArtwork team spent on technical issues was drastically reduced while output was exponentially increased. Operations that took 2 – 3 days turned into productions of just one hour.

Selecting the DITA standard

After significant research, the documentation team leader found that a DITA standard would be the right fit. Even in 2007, DITA was rapidly becoming a long-term, international standard for technical documentation. Now in its 3rd version and driven by a dedicated OASIS board, today DITA has confirmed its path forward as the standard for technical documentation, and is revolutionizing documentation in industries beyond IT.

For the Esko team, selecting DITA meant that there would be no risk of obsolete programs, guesswork or irretrievable elements in the system – not today nor long into the future. Since DITA is an open standard, there are no licensing headaches or costs for using the basic structure.

Moreover, DITA is perfectly designed for the ways in which we naturally create, consume and share information today: DITA allows users to create and manage document components, or simply put, individual ideas, not necessarily whole documents. This creates greater flexibility and potential time savings for the production, reuse, translation and adaptation of documents – if the right software tools are available. Esko found that there were indeed some very exciting tools available that made DITA even more attractive. Enter Componize for Alfresco.

Selecting Componize for Alfresco

After a rigorous selection process, EskoArtwork selected Componize for Alfresco as their standard information manager for several reasons:

- **Componize provides native DITA support.**   This is no nominal DITA system. The Esko team found that many other vendors purported to work with DITA, but in fact the vendors translated DITA into their own proprietary formats. This threatens the longevity and flexibility of the system Esko envisioned. In Componize for Alfresco, Esko will always work in native DITA files.

- **Componize supports the broadest range of DITA functionality**, and leads the way in linking and publishing functions. Componize leads the market in the elegance and speed of its linking and publishing functions. And when teamed with Alfresco, it provides EskoArtwork with the state-of-the-art authoring and versioning features the team sought.

- **Componize is the customer-focused solution**.   Esko documentation leadership was impressed by Componize's unique philosophy of ensuring the product developers are also integrated into the product support teams. This means that Componize is constantly innovating and improving its offerings with the input, feedback and ideas of its customers. This is possible because Componize specializes in DITA and the component approach to information management, while relying on Alfresco in other areas of data management, structured content, or web management.

- **Componize is the affordable solution that provides exponential savings in the long term**. With affordable user-based subscriptions, Componize for Alfresco is one of the most affordable CMS options on the market – and is the most affordable CCM. But more importantly, Esko saw exponential savings in time and efficiencies of document creation and publishing. **Operations such as publishing document translations that used to take 2 – 3 days were now completed in just one hour.**

Finally, Esko found that in the Componize/Alfresco team they had real partners they could easily work with and trust to deliver a quality product and service for such a business-critical effort.

Faster, Cheaper, Better are all possible. It's DITA. And it's done right. That's what Componize for Alfresco delivered for EskoArtwork. And it's possible for any organization considering a shift to a more effective information management system.

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