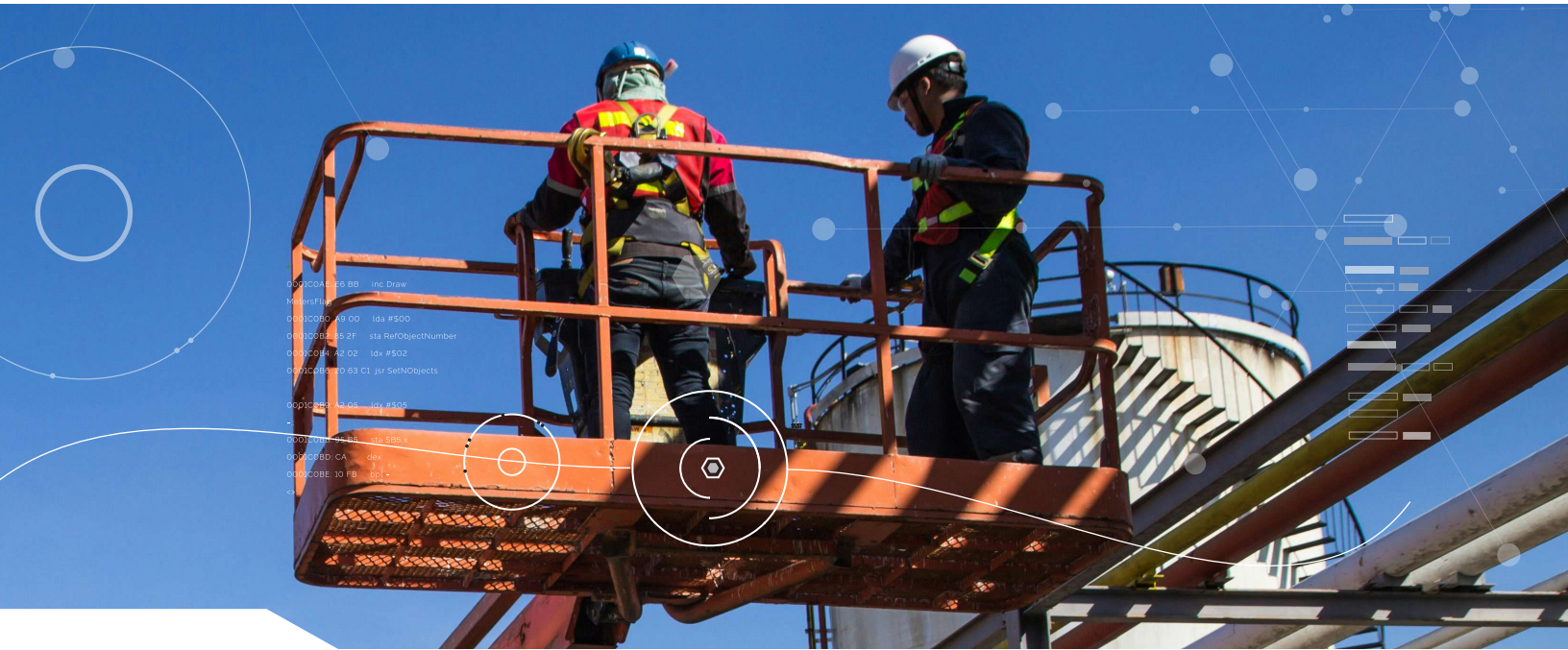# JLG Automates the Technical Publication Translation Process with Arbortext and Windchill

The challenge

JLG® Industries, Inc. is a world-leading designer, manufacturer, and marketer of access equipment. The company's diverse product portfolio includes leading brands such as JLG® aerial work platforms; JLG and SkyTrak® telehandlers and rotary telehandlers; and an array of complementary accessories that increase the versatility and efficiency of these products. JLG is an Oshkosh Corporation company.

Translations of their technical publications—specifically Operation & Safety manuals—are very important for JLG. Every machine comes with a printed and a digital version of the manual, which features critical safety, operation, and general maintenance information. In fact, the equipment can't ship without the printed manual in the appropriate language. In total, JLG supports 37 different languages, and each year they produce a total of 1,500 translations. A streamlined translation process is essential.

Prior to using Arbortext, however, the process involving technical writers, translators, and coordinators, was laborious, costly, and inefficient. There were many manual steps and touch points across various unconnected tools, as well as unnecessary duplication in the creation of the translated documents.

The content wasn't structured: If a particular document had to be translated into five different languages, the same information ended up being entered five times. Around half of the cost of the translation services went into the desktop publishing part of the translation process alone.

ptc® arbortext®

Solution

JLG needed a digital asset management tool and decided to move to Arbortext for the creation of their content and then combine it with Windchill with the Service Parts Information and Instructions add-on to manage the content.

The out-of-the-box Arbortext/Windchill environment gave the team a significant advantage straight away: It enabled the team to move to structured content authoring, which meant they could create reusable content components and maintain them in a centralized database: The text is written just one time, translated one time, and then the up-to-date version is automatically published wherever it's needed.

Using the configuration points of Arbortext and Windchill then provided the team with additional advantages: They created an automated workflow that they connected to a Translation Manager app. As a result, JLG is able to prepopulate the list of target languages, automate the sharing of the translation packages with team members and stakeholders, automate the publishing of the PDF manuals to the digital asset management upon release, and much more.

The automated workflow allows the team, when a translation request is created, to automatically gather the files and send them out to a secure FTP site for the translator to access. Team members can monitor the database to determine when all requested translations have been successfully completed.

The Translation Manager is a .NET application that runs on a server as a scheduled task every 15 minutes. It's the "glue" that holds the individual puzzle pieces together and facilitates and improves the communication with the translator. The application monitors the secure FTP site to determine when the translations have been completed by the translator.

> "
> **In our legacy publishing process, at least half of the cost of the translation services was desktop publishing: the same information was put in again and again, and there were a lot of laborious manual steps involved."**
>
> Douglas Shoup, Senior Technical Publication Manager, JLG Industries

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>> **Customer Quick Facts**

INDUSTRY:
Equipment Manufacture

HEADQUARTERS:
McConnellsburg, PA

WEBSITE:
https://www.jlg.com/

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Each document can be easily updated and accessed through a translation dashboard that provides a quick status view of all "in-flight" translation and quote requests, a starting point for validating completely automated translations, and a way to delete specific translation requests from the database in case there are any issues.

It took around 6 to 8 months to build the automation, which started with a pilot, before implementing a full-scale production. The goal was to make the process as seamless as possible.

The Results

The new automated translation and publishing process significantly simplifies the workflow, reducing the number of manual steps from more than 15 to just 3, in some cases to even less. It eliminates unnecessary communications and touchpoints, repetitive tasks, as well the need for a coordinator.

As a result, JLG expects the new process to save between 1,500 and 2,000 hours per year, at least, as well as around 50% of the translation costs that the legacy process incurred.

The new workflow opens the door to fully automatic translations, which can be phased in by manual type, target language, or any other criteria. The automation also provides an opportunity to throttle or batch translation requests and avoid minimum translation charges.

"

When we moved to Arbortext's structured content capability, we immediately realized the massive cost savings because it significantly reduced the work of our translation partner."

Charles Foreman, Senior Digital Technology Manager, JLG Industries

Impact of the PTC-powered translation workflow

Huge productivity savings

↓ Manual steps reduced from 15 to 3

↓ 1,500 to 2,000 hours per year

Huge cost savings

↓ Translation costs down by 50%

↑ Increased customer satisfaction