

THE CHALLENGE

Servicing complex, capital-intensive equipment is a logistical feat. Aircraft and other commercial vehicles often have stringent regulatory requirements associated with their operation and maintenance. Add to that a competitive business environment and the economic imperative to run these vehicles as often as operational safety and maintenance schedules allow, and you have a demanding environment for the teams that produce and use maintenance and repair content.

THE RESPONSE

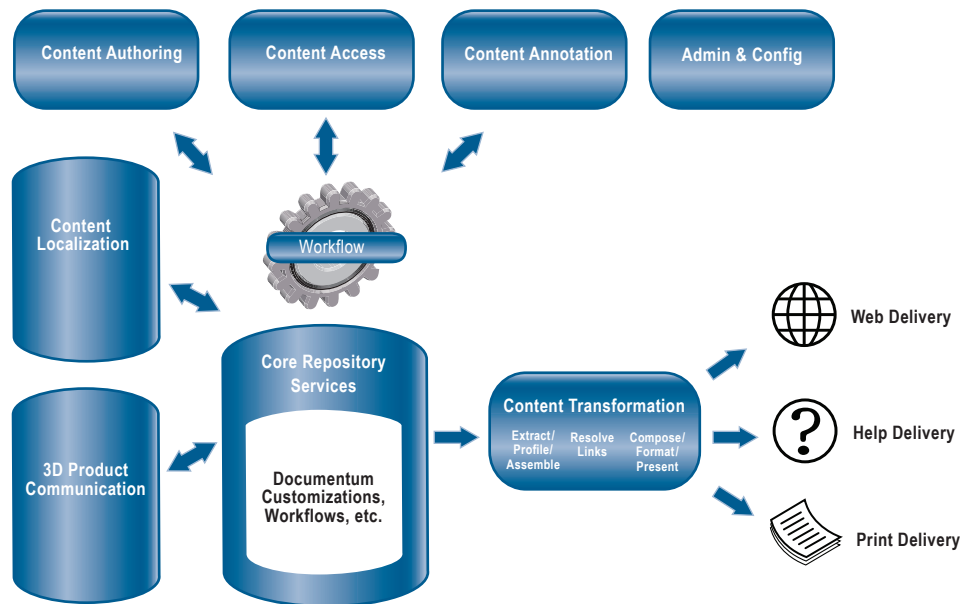
Flatirons Solutions, EMC, and Right Hemisphere offer technical publishers a set of powerful capabilities that far go beyond those of traditional MRO tools. Our offering is a modular one, allowing marketing teams to leverage existing infrastructure investments (particularly 3-D engineering content), or add modules to augment existing capabilities.

BENEFITS FOR MRO TEAMS

By incorporating content management, XML authoring and publishing and 3-D graphics visual and rendering capabilities, these capabilities provide:

- Increased knowledge transfer efficiency to service and support teams, enabling improved customer satisfaction and increased equipment uptimes
- Lower service and maintenance costs by integrating animated service procedures into diagnostic and part ordering systems
- Immediate ROI basic operational system up and running within a short term
- Incorporates aviation industry best practices for content management and visual product communication and collaboration
- Bundled quick start framework and services: implementation, customization and training

LOGICAL ARCHITECTURE



A MODULAR ARCHITECTURE

Available modules for marketing groups include:

- **Core repository services:** EMC Documentum Content Server and Documentum related modules for management of all text and rich media content, as well as workflow and rendering support.
- **3-D Product Communication:** Right Hemisphere Deep Server integration for sharing 3-D product imagery directly from product development groups.
- **Content Access:** The EMC Documentum Digital Asset Manager user interface provides browser-based access to system content (digital assets, binary files, and XML text), as well as support for rich media thumb nailing, preview, and transformation.
- **Documentum Customizations, Workflows and Stylesheets:** Additions to the standard Digital Asset Manager interface to help authors manage content review and approval, as well as DITA reference applications including sample content, DTDs and example output.
- **Content Authoring:** JustSystems XMetaL and PTC Arbortext Editor for component-based content authoring leveraging the DITA standard for maximum content portability and re-use potential across multiple publication versions and multiple content channels.
- **Content Transformation:** EMC Documentum XML, Audio / Visual, Media and Content Transformation Services. Transform XML, 3-D, Image, Video, and Audio content as needed to support print or electronic publication output requirements.
- **Content Localization:** Pre-built connectors for leading globalization platforms including SDL, Lionbridge, and others.
- **Workflow:** Workflow(s) for topic review and approval, and pre-production processes, built in Documentum Process Builder.
- **Content Annotation:** EMC Documentum PDF Annotation Services for simultaneous content review by multiple stakeholders, and annotation of the reviewed content from within Adobe Acrobat. Reviewers add their comments from within the Acrobat client, and the Documentum platform merges them into a single comments view for quick, easy revision.

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