

Unica Corporation Achieves New Production Milestones Using DocZone for Content Management and Single-Source Publishing

BACKGROUND

Unica is the recognized leader in marketing software solutions. Unica's set of enterprise marketing management and on-demand marketing solutions empowers organizations to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. With more than 1000 customers worldwide, Unica selected DocZone for authoring, managing, translating, and publishing DITA content. To achieve aggressive growth and drive re-use across documents, products, and solutions, Unica implemented DocZone, the industry's first software as a service (SaaS) XML CMS. Unica used XML/DITA during content production and needed an efficient, scalable solution to facilitate productivity and adherence to these standards.

SOLUTION

DocZone replaced Unica's in-house DITA-based system. The SaaS approach to content management afforded Unica a scalable solution that did not require large IT overhead. Unica's staff took the lead in implementing DocZone. With minimal support from DocZone staff, Unica rapidly configured the content model, workflow, and publishing tools to generate production-quality books and online help files. They were able to easily transfer their DITA content into the new DocZone environment and start working

We selected DocZone because of its strong support for managing translations, ability to automate single-source publishing, and the cost-effective pricing model.

- Mark Hoebler, Senior Manager,
Technical Documentation
Unica Corporation

RESULT

Using DocZone has allowed Unica to reduce expenses by driving content re-use across multiple documents, products, and solutions. DocZone's translation toolkit also allowed Unica to manage multiple versions and languages of 10,000+ components. Unica can easily assemble its multiple components using DocZone Publisher's tools to output to PDF. In its first full production run using DocZone, Unica staff was able to produce the biggest release in the history of the company. Unica published 40 PDF books and 10 help systems, with significant content re-use across all of the documents, while using only a small core team of writers. Moving into 2010, Unica expects to expand its productivity exponentially, by leveraging the embedded translation management features of DocZone to streamline the process of localizing content for delivery to global markets.