Illustration: Heidelberger Druckmaschinen AG

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Corel® DESIGNER™ powers on the technical writing team at Heidelberger Druckmaschinen AG

"The clincher for us is definitely Corel DESIGNER's comprehensive feature set which, by any standard, is exceptional and perfectly suited to the extensive needs of the technical writing team."

Mario Mengwein, Heidelberger Druckmaschinen AG

Name:
Mario Mengwein

Company:
Heidelberger Druckmaschinen AG

Location:
Heidelberg, Germany

Industry:
Print manufacturing equipment

Product:
Corel® DESIGNER™ Technical Suite 12 and Corel® DESIGNER™ Professional 12

When it comes to printing machines, the one name usually mentioned is Heidelberger Druckmaschinen AG (HEIDELBERG®), a traditional company established in 1850, with roughly 20,000 employees worldwide, and market leader in sheet-fed offset printing machines. The company is based in Heidelberg, at the heart of the old university town, and integrates the R&D, Administration, Sales and Marketing departments. The headquarters is only 12 kilometres from its assembly unit in Wiesloch-Walldorf, the city with the world's largest printing machine plant.

As far as technical complexity is concerned, not many products can outclass the sophistication of a printing machine, not to mention operating and maintenance manuals, spare parts catalogues and the thousands of illustrations and graphics included. Until recently, HEIDELBERG created manuals with the Interleaf Publishing System and catalogues with Mondello illustrations software. In 2005, when the underlying content management system proved inadequate, the company developed a corporate SAP-based solution, a re-engineering project that also sought to deploy future-proof graphics tools and for which Corel DESIGNER became the ideal solution. "We took our time to select the right tool and, for nearly six months, we checked all the aspects that were important for us. When Corel acquired InterCAP Mondello, we moved a step closer to Corel DESIGNER. However, we wanted to test other systems that were available on the market. Corel DESIGNER proved to be the most powerful," recalls Mario Mengwein, graphics tools project manager at HEIDELBERG. "The clincher for us is definitely Corel DESIGNER's comprehensive feature set which, by any standard, is exceptional and perfectly suited to the extensive needs of the technical writing team."

Other factors, equally important, were the transfer options of existing data from Mondello and Interleaf systems and for which import filter enhancements were required. The company (and ultimately end-users of Corel DESIGNER who

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now enjoy highly improved filters) benefitted from a close collaboration with the Canadian graphics software maker Corel. For instance, when developing a "freehand lasso feature," Corel addressed the requests from the manufacturer's pain point yet delivered a tool that allows users to quickly and precisely extract those parts that standard tools capture only so far and, at best, inaccurately.

Transferring graphics from engineering data into isometric images, a daily but critical routine for the creation of manuals at HEIDELBERG, is painless. To ensure consistency across all departments and illustrators, technical writers created standardized templates. Corporate macros enabled the automatic numbering of parts, as well as delivering significant gains in man-hours.

In addition, Corel DESIGNER fully supports industry-wide file formats—CGM, TIFF and PDF—as well as future-oriented formats such as SVG. "Experience shows that it is critical for us to properly interface with various CAD systems and other solutions," says Mengwein.

"The technical writers love to work with the software. Over the course of this project, Corel gathered detailed suggestions for improvement and implemented them quickly in a new version."

For training purposes, HEIDELBERG relied on the "train the trainer" principle and, after a three-day Corel-led training session, employees were able to pass on their knowledge to their colleagues. "We have made great strides with this system across the company and employees found the adjustment easy," observed Mengwein, who also noted that: "The technical writers love to work with the software. Over the course of this project, Corel gathered detailed suggestions for improvement and implemented them quickly in a new version."

Currently, HEIDELBERG uses Corel DESIGNER in Heidelberg and in Kiel where a second development centre is located. Other locations in Ludwigsburg, Leipzig and Mönchengladbach have been slated this year for the implementation of its content management system as well as Corel DESIGNER.

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Won over by the accruing benefits of investing in Corel software, HEIDELBERG has included other departments in its implementation plan and also acquired a CorelDRAW® upgrade. Full file compatibility and seamless collaboration across departments are now guaranteed!

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Corel Corporation
1600 Carling Ave.
Ottawa, ON
Canada K1Z 8R7
Tel.: 1-613-728-8200
Fax: 1-613-728-9790

Corel UK Limited
Sapphire Court
Bell Street
Maidenhead
Berkshire SL6 1BU
United Kingdom
Tel.: +44(0) 1628 589800
Fax: +44(0) 1628 589801

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