

Other systems would fail here: Geringhoff works with docuglobe

Michael Fleihsig is a Technical Writer and Team Lead at Carl Geringhoff GmbH & Co. KG.

As a technical writer, Michael Fleihsig works with docuglobe every day. This wasn't always the case. At his previous job, he got to know various content management systems from gds competitors, but only encountered docuglobe through customers. He has now worked at Geringhoff GmbH for over a year and uses the gds group's product there. Michael Fleihsig tells us in an interview how changing systems went for him and what drew him to docuglobe.

You've been working with the content management system docuglobe for a year. What has your experience been like?

It was essentially the system's transparency and how easy it is to use, especially, that won me over. We can train in writers who have never worked with a content management system before really quickly and easily assign them tasks. This is especially important during peak workload times, when we have to use seasonal workers. Other systems would fail here, because there would be no way to train in employees within two or three weeks.

Are there other differences from the content management systems you know, and how do they show up in your daily work?

Other systems I know have much more complex structures. The question you have to ask when choosing a content management system is, what do you want to accomplish? You have to decide how elaborate the technical documentation should be. We're fairly pragmatic and want to create orderly documents that function as one and can be translated into multiple languages. And ideally, we'd like it to be affordable and fast, because that's what our industry requires. The other systems I know also involve a lot more administrative effort. They require specially trained staff, because even tiny mistakes in these systems can cause tons of damage. I've gotten to know docuglobe as a highly reliable and solid system. If there are any issues, gds' support also responds really fast.

Was it hard to convert from one content management system to another?

In the beginning, I actually had some doubts about whether docuglobe could deliver what a major mechanical engineering company like Geringhoff needs. Because every machine is different and is made up of different components. That means the technical documentation has to include all of those details. The company is also highly innovative and continuously evolving. I was used to a different system that I knew and wasn't sure whether docuglobe could deliver a similar result. But my reservations turned out to be completely unfounded – the quality of the results we achieve with docuglobe is absolutely satisfactory. Implementing the new content management system also went smoothly. The implementation process from idea to starting was really fast, because the first draft that gds delivered, customized for us, was approved right away.



So we were able to work productively with the content management system right in the first week, without interrupting our operations or having to use two systems in parallel. After a year of experience, I can say that the decision to switch to docuglobe was the right one.

The docuglobe content management system provides easy workflows

How has docuglobe made your work easier now?

Anyone who's familiar with docuglobe knows how transparent the content management system is and how well the translation management works. The synergies you can use are tremendous. A major advantage is that we writers can work in Word like we're used to, and thankfully don't have to learn how to use different editors. That lets us concentrate on our work as writers. It's also easy for me, as head of the documentation department, to see at a glance what content is finished, which documents are being maintained, and which translations are available. This information is all laid out very clearly in docuglobe, which makes my work a lot easier.

We've now expanded our work with docuglobe since our experience has been so positive. Our spare parts catalog was made with a different system until now. We've been using docuglobe to produce the whole thing since February 2019. The content management system pulls information from our specified data pool and, using this as a basis, creates a machine-specific spare parts catalog in minutes – I've never been able to do this so conveniently at any point in my career. At Carl Geringhoff GmbH & Co. KG, we produce 1,000 to 3,000 spare parts catalogs for our machines per year. As a mechanical engineering company, our capacities for technical documentation are admittedly limited. That sometimes led to bottlenecks in the past. Since we've started using docuglobe for spare parts processing, our technical writers have been able to work a lot more easily and respond to problems faster.

Is there anything that you – despite your positive experience – would do to improve docuglobe?

We produce a lot of different machines and creating documentation to go with them goes smoothly with docuglobe. The only thing I might want to change would be the colored highlights in the lists of modules, which you'll recognize from bookmarks. These could help users navigate when searching through older documents. If these markings also appeared in headings or at the beginnings of chapters, that could be helpful. But that's just a small, very personal opinion.

Thank you for the interview!