

Low effort. high quality: Technical Documentation at MIWE

Providers of baking technology rely on docuglobe

Small ovens, industrial baking lines, refrigerators – supplied in any size, anywhere in the world. MIWE Michael Wenz GmbH (MIWE) is a major provider in the area of baking technology. Bernhard Kusche is one of the employees working in the background to make sure everything at MIWE is running smoothly. As a senior technical writer, he is responsible for all of the technical documentation related to every single one of these various products. His editorial team currently

experienced writer. Because, “It used to be that everyone here wrote in Word, in whatever way they thought was right. But to meet our high quality standard, the documents have to be standardized – both visually and in terms of content. The enormous volume of documents we needed would have overwhelmed us very quickly without any technological support.”



prepares 13 different types of documents in up to 30 languages. Several hundred documents are assembled per year.

This sounds like a lot of work. It is, and Kusche is glad that MIWE already introduced a content management system for technical documentation years ago. With the solution docuglobe from gds, the company is saving time and effort. “We manufacture a wide variety of products, which means we also have to prepare a wide range of documents. We could never manage this task without a content management system,” says the

As early as 2007, those in leadership at MIWE decided to implement a content management system for technical documentation. After thoroughly researching the market, they chose the solution docuglobe from the gds group, the full-service provider for technical documentation. “What decided us was how easy it is to use with Word as the editor, as well as the optimal functionality for our requirements and the stability of the software,” explains Kusche. MIWE’s technical documentation had also been created with Word previously, which eliminated the need for trainings and long familiarization phases for the editor when docuglobe was introduced.

Wide range of products in baking technology: MIWE creates the documentation for it with docuglobe.

Eleven years after implementing docuglobe, Kusche's opinion is more than positive. “We have a wide range of products we produce, have to translate into a number of different languages, and add to it all a very high standard of quality – without a content

management system, we'd need at least 25 people working on documentation instead of the six technical writers here." The solution also made it easier to introduce consistent terminology. This improves both the readability and comprehensibility of German documentation and the quality of translations. docuglobe has even helped standardize document structures without complication, which has likewise led to a general increase in quality. By introducing terminology and structure standards, MIWE now meets legal requirements and standards without extra effort and expense, and can quickly make adjustments as needed.

But the whole thing can be proven in numbers. The company has increased its document output a hundredfold since 2011 – while maintaining the same budget. Because text modules created one time can be reused for new documents over and over again, saving costs in the long term, Kusche calculates. "The texts and structures are right there, you don't have to change them so much anymore. So what we spend today on a hundred-page document doesn't even cost a tenth of what it would have cost us a few years ago."

Further development planned: Technical documentation in real time

Due to the great experience MIWE has had with docuglobe, the Arnstein company decided to invest in technological support for technical documentation in the future. "We're changing documentation management and will soon transition to providing information live," says Kusche. This will take the form of small documents tailored to special problems and specific target groups. "They can be accessed by authorized users anywhere in the world, in the same quality regardless of terminal device, and even in real time."

The technological basis for this service is the content delivery solution easybrowse, offered by Ovidius – a company in the gds group. Kusche is relying fully on gds' support during implementation. "With gds, we have a partner who always gives us great support. I have no doubt that the upcoming project will be successfully implemented as well. I'm looking forward to the exciting changes ahead of us."