



## Leading Water Technology Company Reduces Content Creation and Maintenance by over 50%

A global water technology provider's legacy documentation process made it difficult for the company to advance its brand worldwide.

Product information was often dated, formatted inconsistently, and available in a limited number of languages.

By partnering with Astoria, the company was able to automate the management and delivery of documentation to its localization partners.

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What's more, the company took full advantage of Astoria's content reuse technology to consolidate redundant material, standardize messaging across markets, and increase translation accuracy. The result was an expansion of accurate, localized content and a strengthened brand in the global market.

The Astoria platform enabled the organization to improve employee productivity, reduce the time and cost to service new markets, and optimize key internal processes within the company. Not only did they continue to meet customer information needs, the company saved over \$6 million, too.