Introduction and Overview

Cortona3D RapidAuthor

About Cortona3D

- Leading solution for
  Technical Communications automation

- Personalised web-ready 3D and 2D documentation
  using existing assets

- Business-ready, standards-based
  - Parts Catalogs, Work Instructions,
    Technical Manuals, and Training

- >200 Organisations globally depend on Cortona3D

- Strategic partnerships with PLM & CMS vendors
 - Seamless integration with Siemens Teamcenter

Cortona3D

The Business Challenge

- OEMs face increasing business pressures *
  - Products volume and complexity
  - User demand & usage
  - Shortened development cycles
  - Increased market penetration

- The challenge is to
  - Reuse content/assets to reduce time-to-market
  - Reduce reliance on text
  - Improve the user experience

Source: Aberdeen Group report into Untapping the Potential of Technical Documentation, September 2010

AUTOMATING TECHNICAL COMMUNICATIONS

Cortona3D

Traditional Process of Technical Publications

The Product Design Lifecycle

Design → **Test** → **Build** → **Deliver** → **Support**
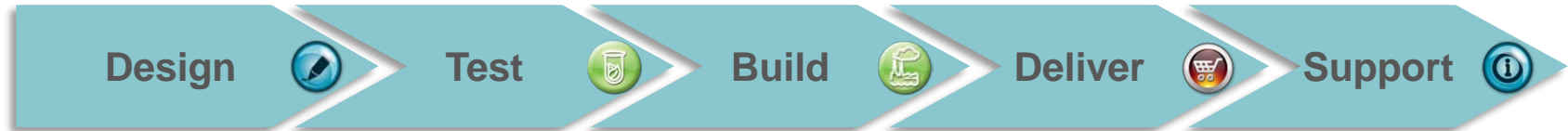
CAD / BOM / PLM / ERP

Disconnected Data

Multiple Disparately Sourced Information

Disparately Sourced **Information**
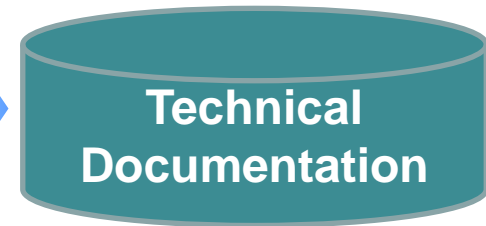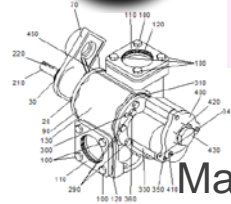
Costly Author and Review Cycles

Documentation Lag

Launch **Delays**

Effort Duplication

Limited output formats

Compliance **Issues**

Multi-format/Translation Issues

Technical Documentation

Manually Reworked Graphics
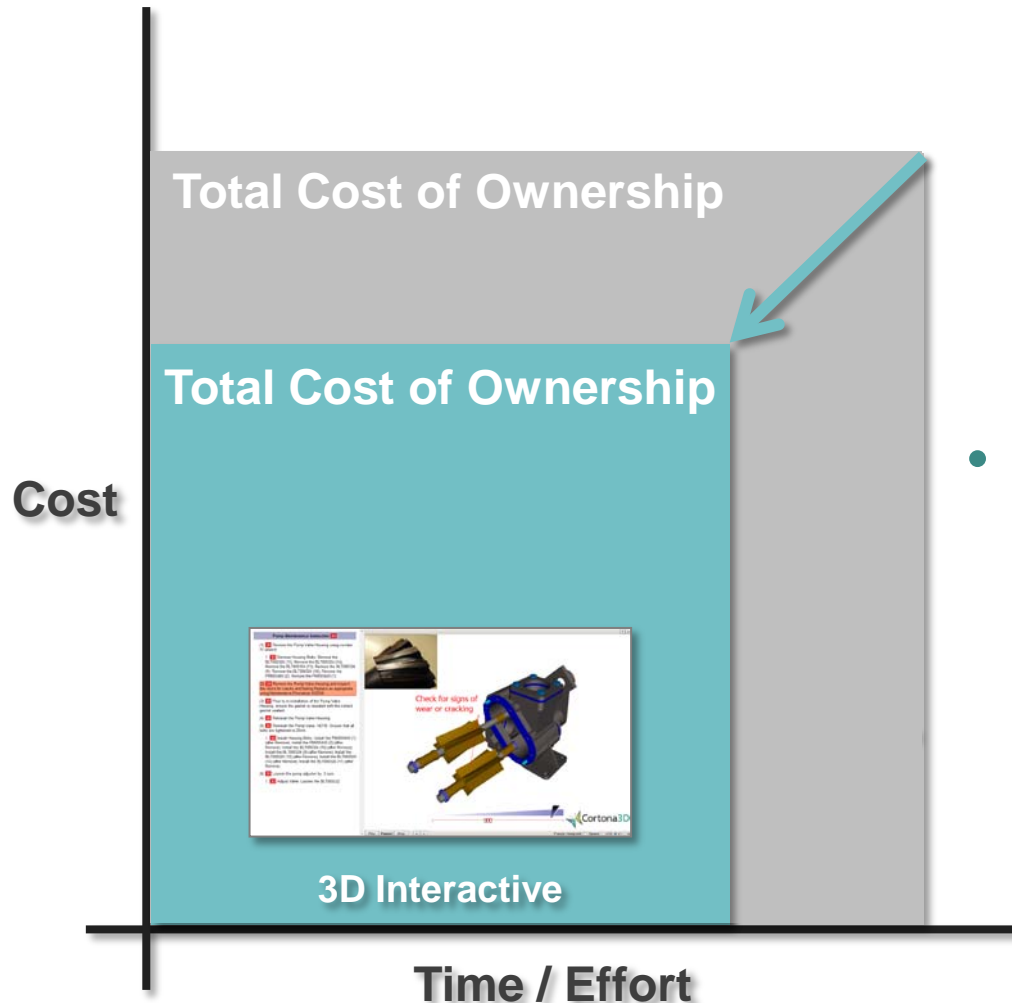
2D/Paper Output

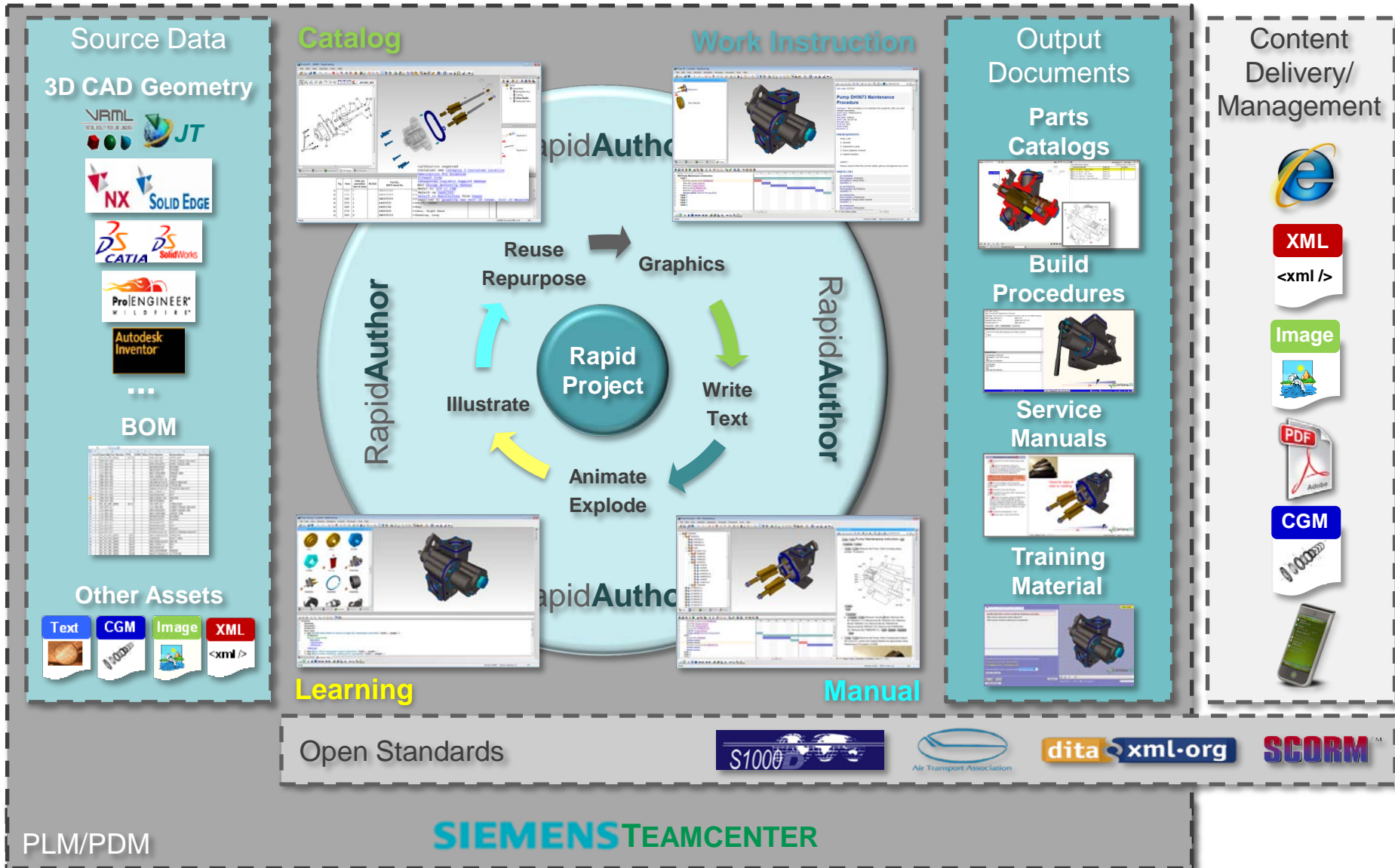Cortona3D

OEM – Business Value
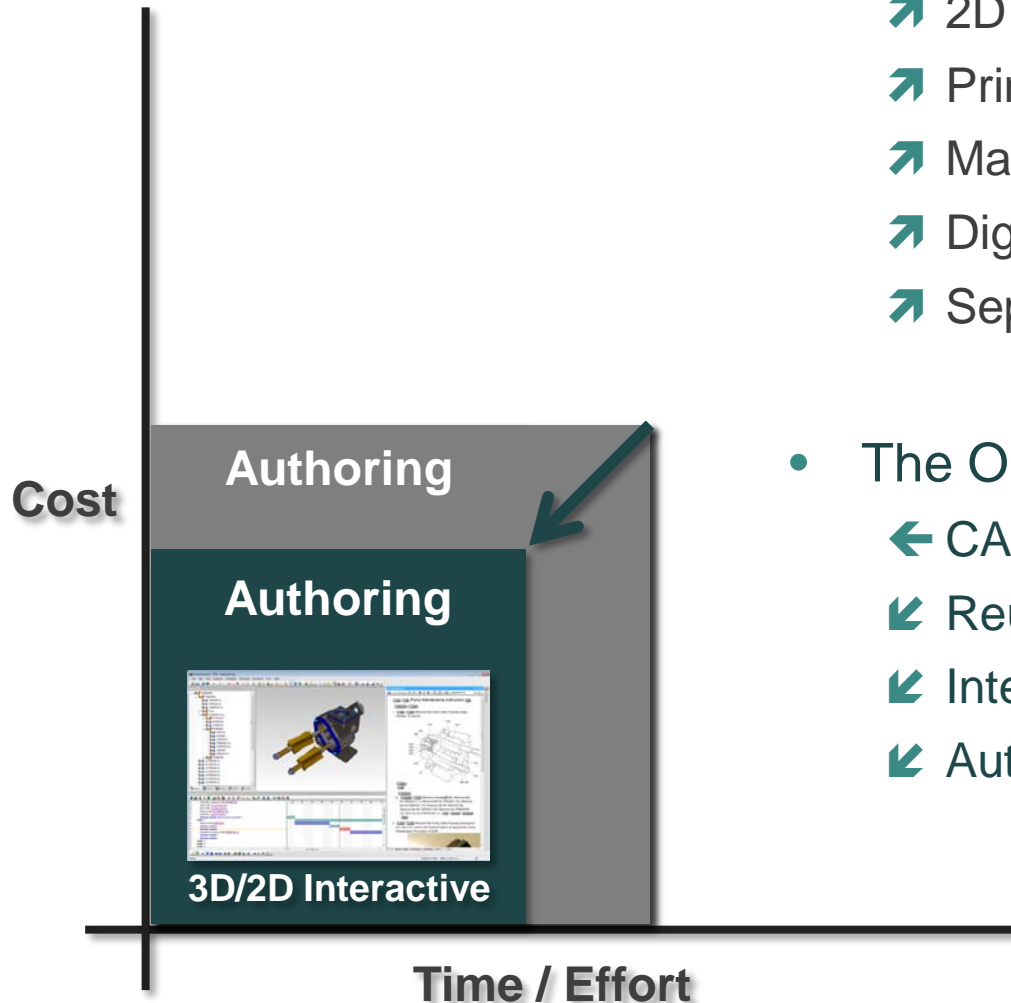
- Current Process Deliverables
  - ↗ 2D / Static Documentation
  - ↗ Print or PDF
  - ↗ Manually Illustrated Graphics
  - ↗ Digital Photography
  - ↗ Separate Text & Graphics

- The Opportunity
  - ← CAD/BOM driven Authoring Process
  - ↙ Reuse and Repurpose your data
  - ↙ Integrated Text and Graphics Authoring
  - ↙ Automate updates from engineering

Cost

Authoring

Authoring

3D/2D Interactive

Time / Effort

Operator – Cost Reduction

Cost

Total Cost of Ownership

Total Cost of Ownership

3D Interactive

Time / Effort

- Operator Issues
  - ↗ Product reliability/downtime
  - ↗ Spare parts mis-ident/ordering
  - ↗ High cost of training
  - ↗ Low maintenance effectiveness
  - ↗ Maintenance defects

- The Opportunity
  - ← Better quality support documents
  - ← Improved visual understanding
  - ← Faster engineer training
  - ↙ Accurate spare parts identification
  - ↙ Decrease downtime
  - ↙ Right first time maintenance
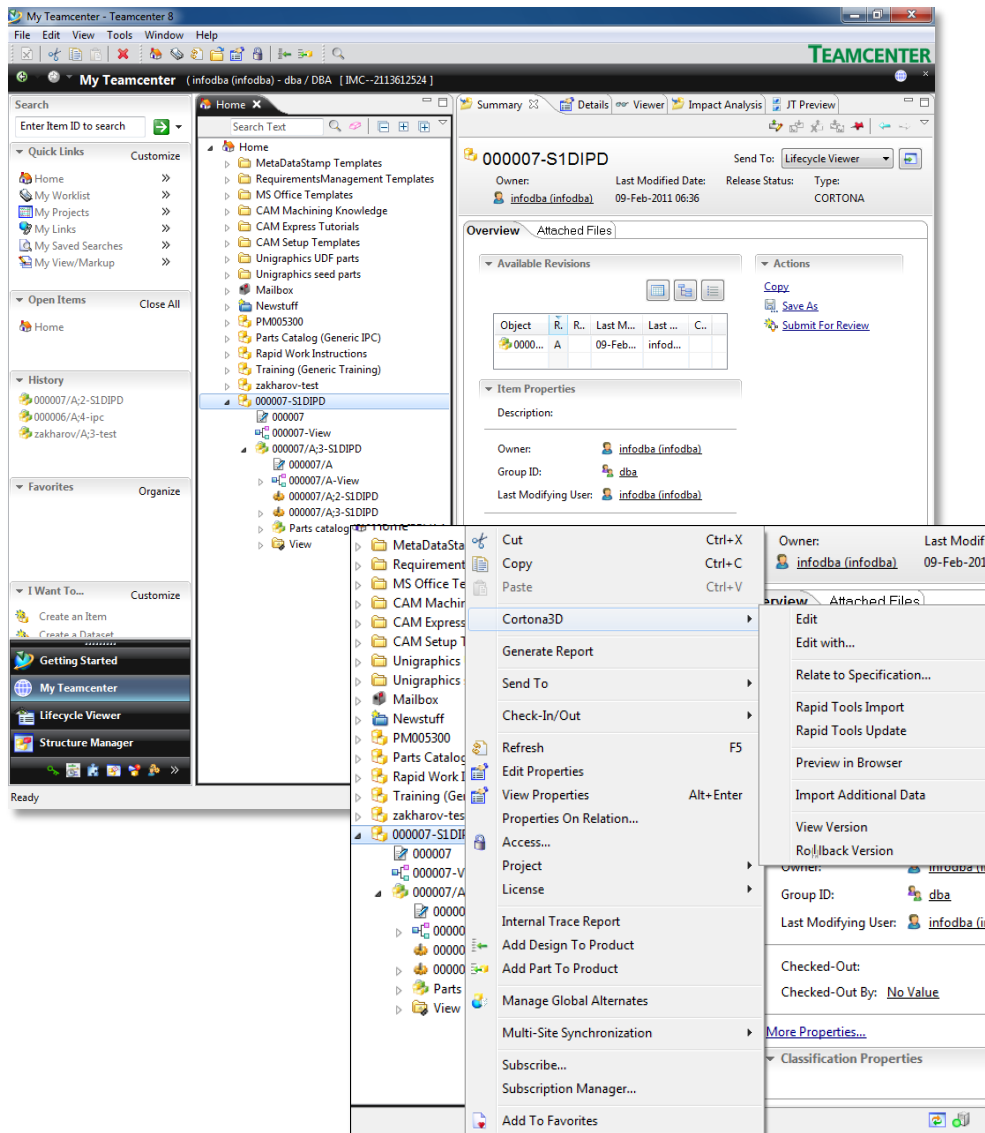
Integrated Technical Authoring Solution

Source Data

3D CAD Geometry

BOM

Other Assets

Catalog

Work Instruction

RapidAuthor

Rapid Project

Reuse Repurpose → Graphics → Write Text → Animate Explode → Illustrate

Learning

Manual

Output Documents

Parts Catalogs

Build Procedures

Service Manuals

Training Material

Content Delivery/ Management

XML
Image
PDF
CGM

Open Standards S1000D Air Transport Association dita xml.org SCORM

PLM/PDM SIEMENS TEAMCENTER

AUTOMATING TECHNICAL COMMUNICATIONS

Cortona3D

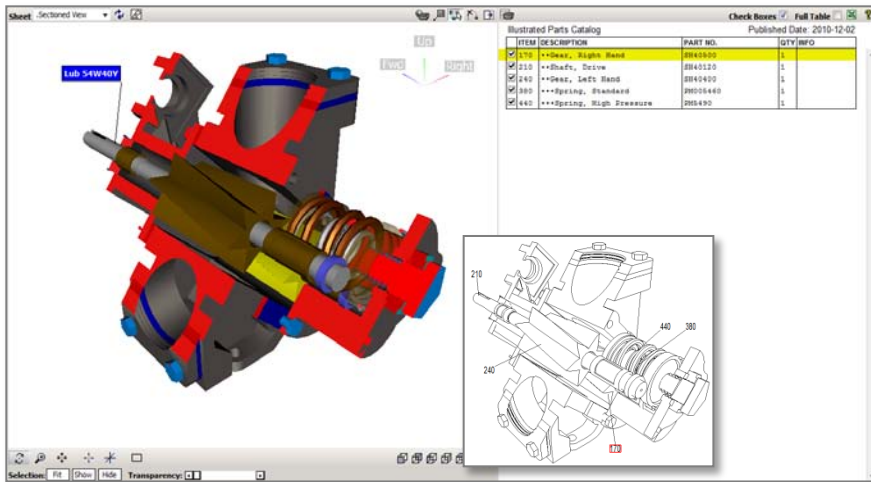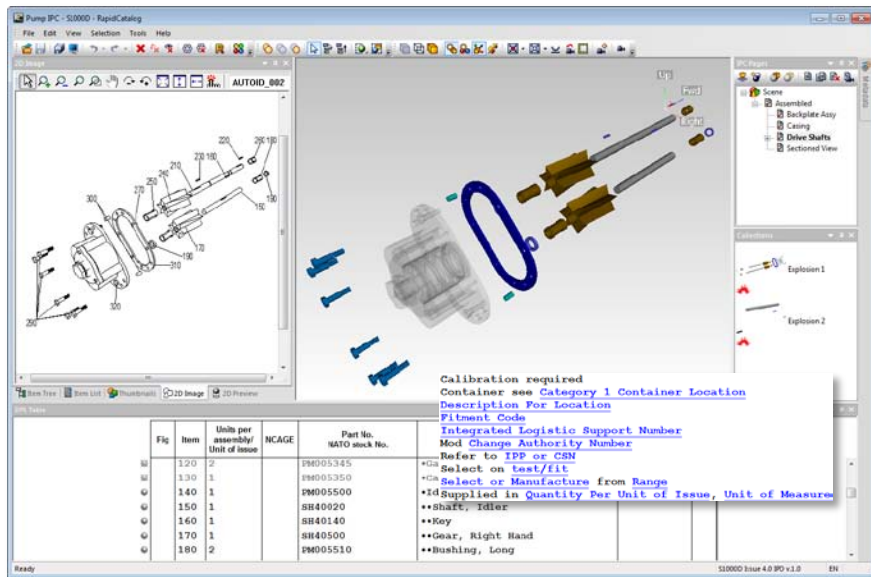# Siemens Teamcenter – Cortona3D Integration

- Cortona3D is the only Teamcenter integrated Technical Authoring Suite

- Seamlessly embedded into the Teamcenter structure and workflow

  – Easy to use and adopt

- Sources assembly and BOM data directly from Teamcenter

 – Automatically synchronises revisions and updates

Catalog Key Features

- ✓ IPC/IPD text and graphics authoring

- ✓ Consolidate and manipulate assemblies

- ✓ Create hierarchical page structures

- ✓ Configurable metadata

- ✓ Support for effectivity & interchangeability

- ✓ Built-in parts table text authoring

- ✓ Explode and section assemblies

- ✓ Link 3D assembly to parts

- ✓ Generate hot-spotted 2D CGMs and high-quality 2D images

- ✓ Attach 2D CGMs and graphics

- ✓ Publish as HTML or PDF and S1000D or ATA IPD Data Modules

AUTOMATING TECHNICAL COMMUNICATIONS

Cortona3D

Work Instruction Key Features
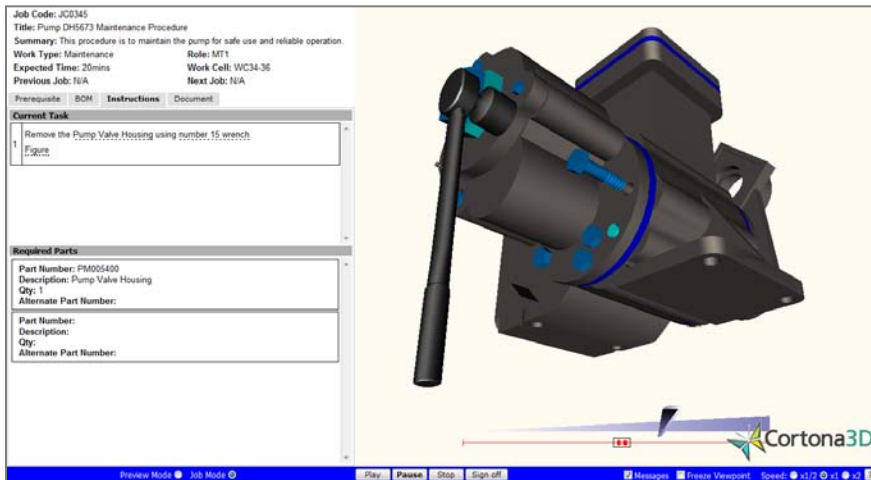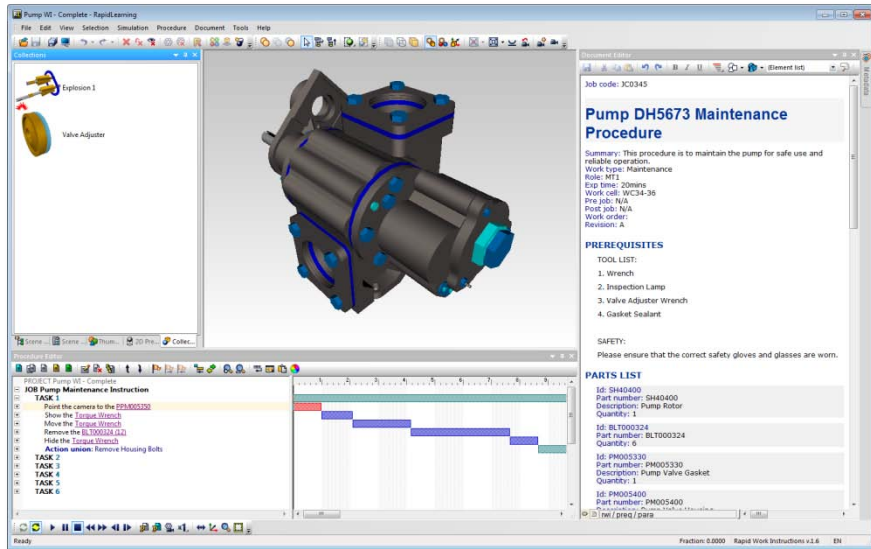
- ✓ Captive Build/Work procedure authoring

- ✓ Create simple and complex language-based animations on any part/assembly

- ✓ Automatic procedure text generation

- ✓ Automatically create reverse procedures

- ✓ Built-in full featured XML text and document authoring

- ✓ Standard Bill of Process document structure

- ✓ Synchronise animations with text

- ✓ List BOM parts for each step of procedure

- ✓ Preview & Job modes enable review and captive sign-off tracking

- ✓ Integrate with execution systems through API

- ✓ Configurable interactive HTML output format
  - ✓ Can be formatted to match specific Job Cards

Cortona3D

Manual Key Features
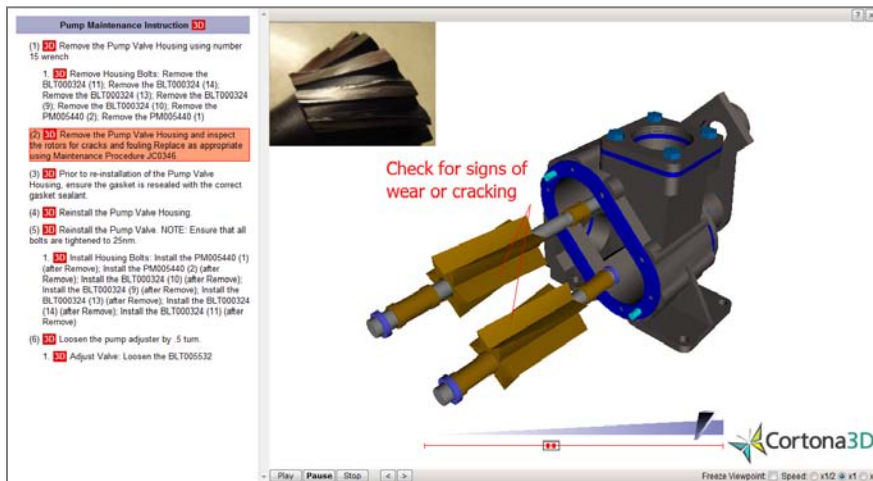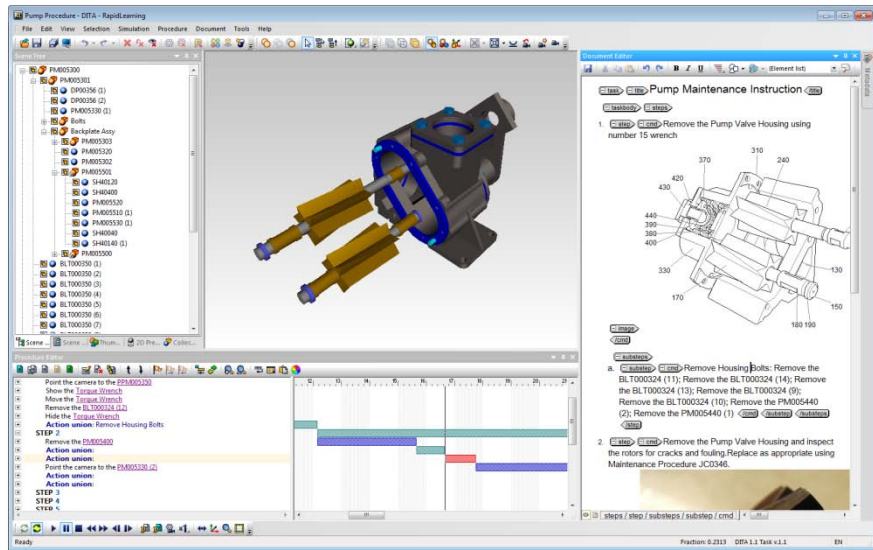
- ✓ IETM manual procedure authoring

- ✓ Support for ATA, S1000D & DITA

- ✓ Consolidate and manipulate assemblies

- ✓ Create simple and complex language-based animations on any part/assembly

- ✓ Automatic procedure text generation

- ✓ Automatically create reverse procedures

- ✓ Built-in full featured XML text and document authoring

- ✓ Synchronise animations with text

- ✓ Explode and section assemblies

- ✓ Generate 2D CGM and images

- ✓ Object library to add callouts, labels, springs, hoses and tools to procedure

- ✓ Configurable output as HTML, PDF

AUTOMATING TECHNICAL COMMUNICATIONS

Cortona3D

Learning Key Features
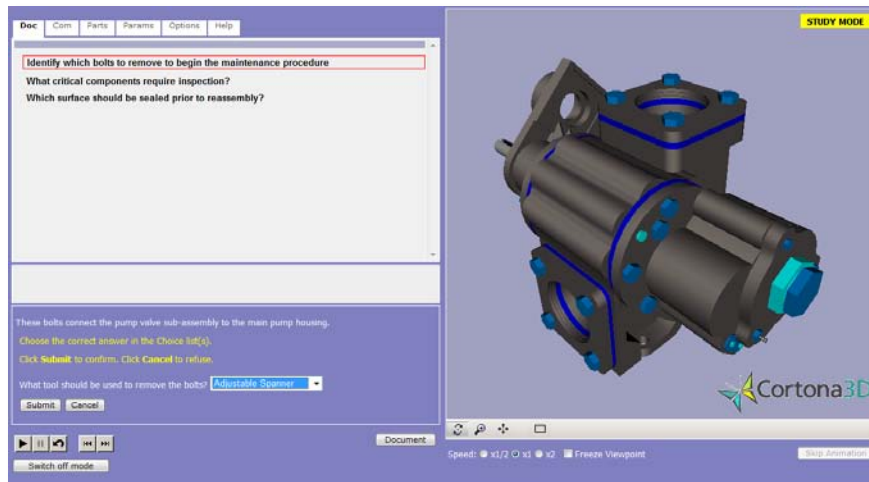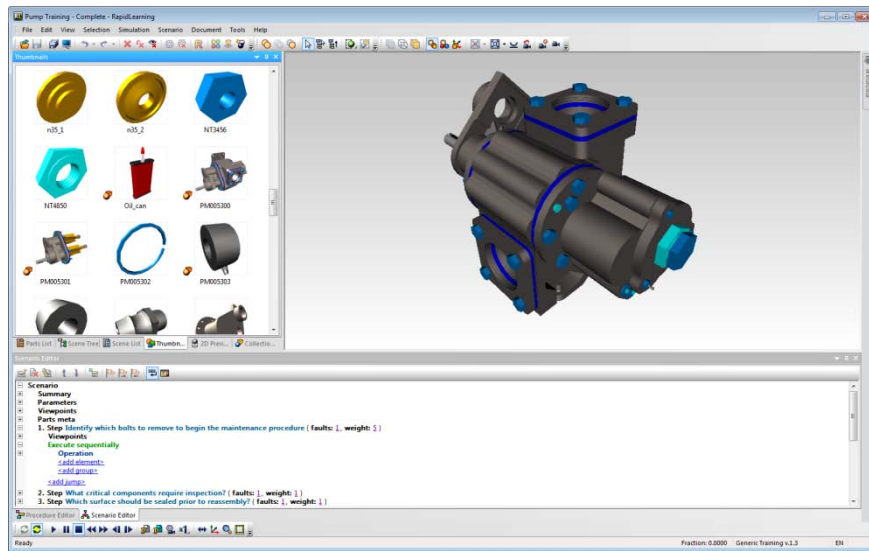
- ✓ Creates assembly & procedure based CBT

- ✓ Supports SCORM 2004 for LMS integration

- ✓ Uses animations from Manuals & Work Instructions

- ✓ Training scenarios wizard
  - ✓ Identify Parts
  - ✓ Multiple choice questions
  - ✓ Procedure branching

- ✓ Generate scenarios from manual procedures

- ✓ Demo, Study and Exam modes
  - ✓ Demo for procedure review
  - ✓ Study for assisted progress
  - ✓ Exam with no assistance and scored

- ✓ Configurable output as HTML or SCORM package

- ✓ Can be output as sophisticated interface such as flash for e-familiarisation use

Cortona3D

- Easy-to-Use and Intuitive

  - No CAD experience required

- Integrated and Linked Graphics & Text

  - Single point of authoring
  - Increased efficiency & effectiveness

- Flexible and Configurable

  - Fits your process and requirements

- Richer End-User Experience

  - Increased user effectiveness
  - Increased customer satisfaction
  - Increased retention and profitability

Cortona3D

Automating Technical Communications

"What we once redrew and re-described, we now import and link. So the 3D IPC is a far superior tool and it only took seven months with two people to produce. The result is substantial cost savings."

Karen Ledford, Head of Technical Data & Training, GE Aviation

"We've finished projects 25 to 40% faster than with competitive tools. That gives us a huge competitive edge in delivery time and the value and quality we can efficiently deliver to our customers"

Al Kadar, Bosch Project Manager, Logicom

"RapidCatalog accepts JT data directly from our CAD. This establishes the required consistent global framework on our parts' source material. Now our design, manufacturing, processes, and of course electronic literature can be streamlined and universally consistent."

Alexandros Zountas, Chief Information Officer, Nipponia

"We were looking for new methods of providing effective logistical support for exported equipment, and at establishing joint service centers with our customers. The creation of visual technical documentation helps us take the next step in achieving this."

Vladimir Strashny, Director Logistic Support, Sukhoi Company

AUTOMATING TECHNICAL COMMUNICATIONS

Cortona3D

GE Aviation Return on Investment

- Direct link to engineering data
- Up-to-minute updates
- Single person illustrations and text
- Electronic only 3D deliverables
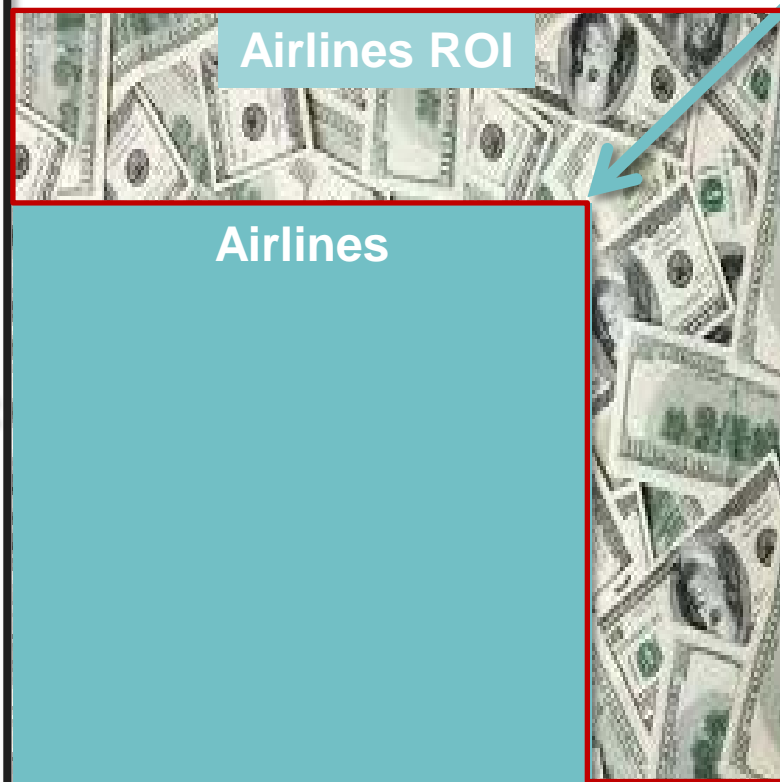- Content reuse Training/Manuals
- 7 months vs 2 years

- Earlier access to data
- Lower cost of training
- Faster delivery of update
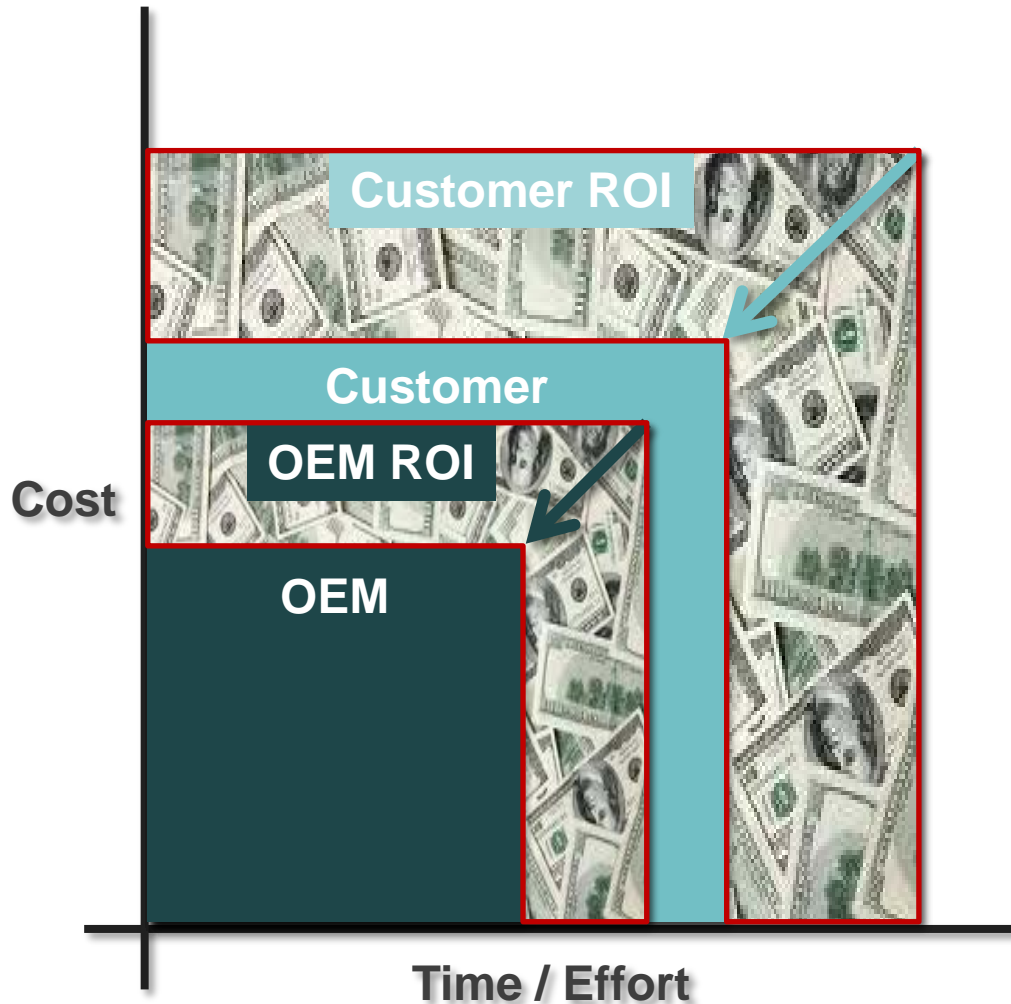- Improved accuracy and productivity

GE ROI

GE

Cost

Time / Effort

Airlines ROI

Airlines

Cost

Time / Effort

In Summary - Total Business Value

Cost

Time / Effort

- OEM ROI
  - Reduced Time-to-Market
  - Improved Productivity
  - Reuse/Repurpose Assets
  - Right first time

- Customer
  - Improved Training
  - Decreased Maintenance Time
  - Increased Reliability
  - Decreased Downtime

- OEM ROI – Total Care or Performance Based Logistics
  - OEM provides 24/7 support and maintenance as service
  - Improved Productivity

Cortona3D

Cortona3D

Cortona3D

110 Rock Road
Booterstown
Co. Dublin
Ireland

Europe: +353 (1) 214 3380
USA/Canada: +1 800 971 2812

info@cortona3d.com

www.cortona3d.com

Close|Next Steps

AUTOMATING TECHNICAL COMMUNICATIONS