

High Tech Manufacturing

Jaguar Dealer Training

Jaguar Cars is one of the world's greatest automotive names – renowned for style, performance, tradition and quality. Founded in 1922, they built their reputation with classic models such as the E-type. Now part of Ford's Premier Automotive Group, they produce an elite range of cars that includes the S-Type and XK8.

Jaguar Training Guides

Jaguar produces dealer training workbooks and instructor guides that are used to train dealers on the new Jaguar models as they are released. These guides are authored in English and translated into six other languages for use at Jaguar sites across the world.

New Era, New Problems

Jaguar has achieved considerable success in the growth and development of its business over the past ten years. Demand for its cars has increased significantly and output increased accordingly. Their range of vehicles is set to expand significantly over the coming years. Entering this new era of success, Jaguar came face to face with problems that caused them to assess the production process of their dealer training guides. The problems

that they were encountering included;

- More and more new models being produced
- A shorter time lapse between model releases
- Increasing sales to new markets, requiring more language translations
- No increase in staff numbers to deal with the increased workload

The Challenge

To meet these challenges, Jaguar devised new goals and objectives and asked CSW to develop a solution to:

- Automate the process of creating and delivering dealer and instructor training guides
- Reduce cost in both production and delivery of the training guides
- Support authors, illustrators, translation agencies and printers working at diverse locations
- Re-use common information and components from other Ford companies



Online Production System

To meet Jaguar's requirements, CSW developed an online production system to allow both Jaguar staff and third party supplier's access to a common repository of dealer training information.

Using a standard web browser, authorised users at any location can log on to the production system, which is hosted at CSW's Data Centre in Oxford. Technical authors create information for both Instructor Guides and Delegate Workbooks using XML editing tools. Graphics are created by illustrators and associated with the text by authors, who can search, preview and request graphics for their documents.

The XML documents are submitted to an automated pagination engine, which splits information into separate Delegate Workbooks and Instructor Guides, with pages automatically laid out and composed as PDF files, directly accessed by the printer.

Built-in workflow manages the whole process from creation of a new training programme, technical authoring, illustrations, translation, proofing/sign-off and printing. All information is held centrally on CSW's servers and is accessible from any location by all the users involved in the production process.

Benefits to Jaguar

CSW's solution has automated the production process of the training guides – reducing cost and delivery time. Jaguar will benefit from this innovative solution in

three clear areas – cost reduction, decreased time to market and flexibility to introduce new functionality.

- **Cost Reduction** - Translation costs are reduced by the elimination of manual repagination. Translators concentrate solely on translating text, while CSW's pagination engine automatically composes pages for multiple languages.
- **Time to Market** - The overall time required to produce dealer training information has been reduced. Once the text has been entered in XML, the new workflow streamlines the processes of translation, printing and despatch.
- **New Functionality** - The new system gives Jaguar the flexibility to exploit new functionality that will help them meet the challenges posed by increased workload in the coming years.

Information reuse

During the process of manufacturing, more and more common components and systems are being used for the new Jaguar models. With CSW's innovative solution, common information need only be created once and can then be reused many times in the training material for new models.

Online Interactive Training

The new solution will enable Jaguar to deliver material directly into interactive online training systems – reducing further the time required to deliver course material to dealers. The new system also allows up-to-the-minute changes to be incorporated easily - ensuring that only current information is delivered to Jaguar's dealer training network.