opentext™

Success story

American Bureau of Shipping (ABS)

Industry
- Maritime—Transportation Equipment Manufacturing

Solutions
- OpenText Content Suite
- OpenText BRAVA!

Results

Average turnaround time shortened from 2 weeks to 2 days

Eliminates the need for multiple software applications

Users can view and collaborate on a variety of formats including Word, PDF, PowerPoint® and AutoCAD®

Web-based solution provides collaborative environment for global teams
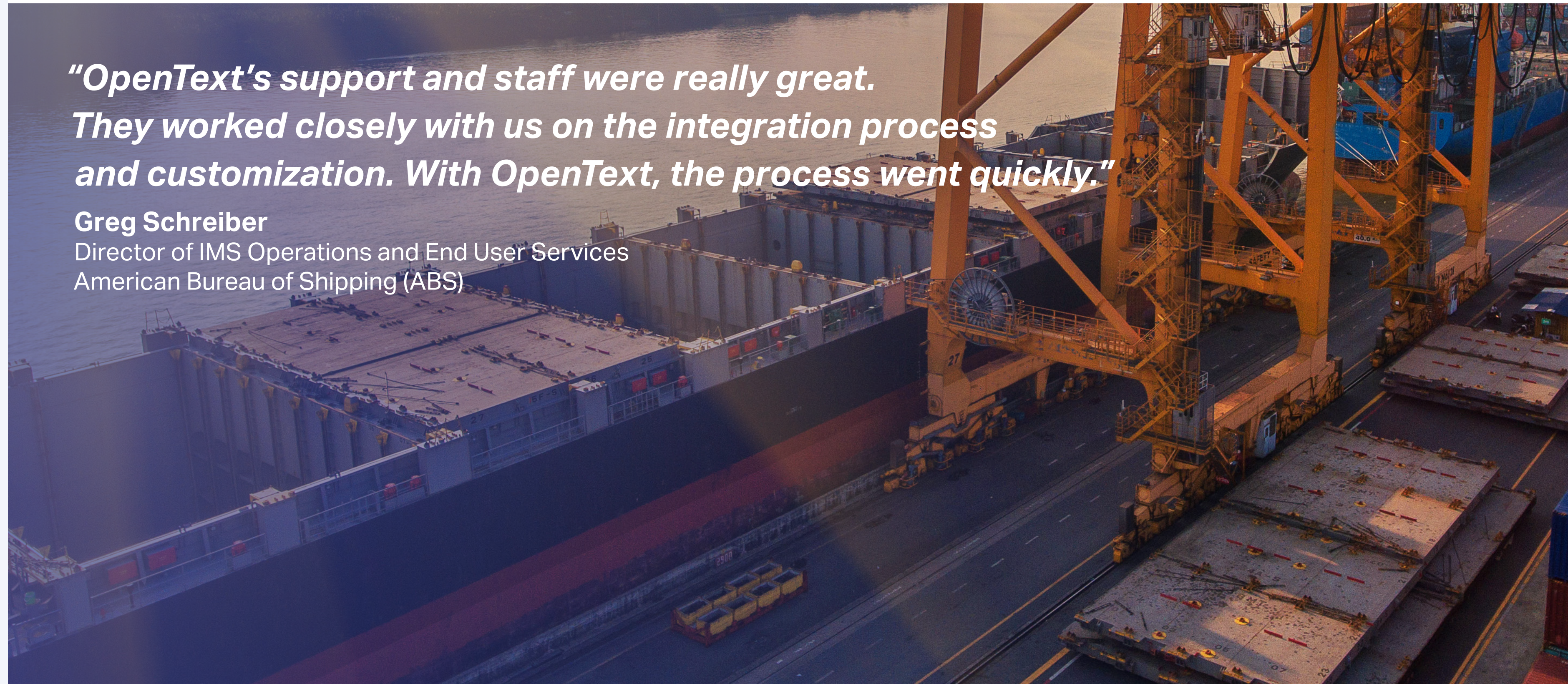
Markups from multiple sources easily consolidated into one document

ABS navigates the review and markup process with OpenText™ BRAVA!™

"OpenText's support and staff were really great. They worked closely with us on the integration process and customization. With OpenText, the process went quickly."

Greg Schreiber
Director of IMS Operations and End User Services
American Bureau of Shipping (ABS)

American Bureau of Shipping (ABS) is one of the three leading classification societies in the world. It was founded in 1862 and has promoted maritime safety from its beginning. ABS serves the public interest as well as the needs of its clients by promoting the security of life, property and the natural environment primarily through the development and verification of standards for the design, construction and operational maintenance of marine-related facilities. These standards are known as Rules.

From its worldwide headquarters in Houston, Texas, ABS delivers services and solutions to an international client list which includes most of the world's major shipyards. With a network of more than 150 local representative offices in 70 countries, ABS focuses on global reach through local response.

The challenge—electronic markup on multiple file formats

Historically, whenever a shipyard or design agent requested a vessel or structure be classed, the agent would present ABS with detailed drawings and project documents for a review of compliance. Greg Schreiber, Director of IMS Operations and End User Services, explains that ABS engineers would receive paper copies of the drawings and documents from the customer. These documents would then be physically routed through the appropriate team members who would add comments and markups by hand based upon their various areas of expertise. Final drawings, with the engineers' markups, would then be mailed back to the customer. This process took several weeks and was often repeated as the customer made changes and resubmitted the updated plans for the next review.

Clearly there was a compelling business need to speed this review cycle. Additionally, the maritime industry relies not only on specific classification

society Rules, but also on Common Structural Rules developed by the various societies for standardization.

Responding to this change in the marketplace, ABS focused on improving customer service as a way to stay ahead of the competition. Schreiber recalled the challenges and questions, **"'How can we do it faster? How can we enhance customer service?' We realized that we had to go electronic before some of our competitors did and we had to continue to deliver a good product to our customers."**

Going electronic meant implementing new technology. ABS chose OpenText Content Suite to manage their documents, but since customers submit drawings in different formats—from Microsoft® Word and Adobe® PDF to a variety of CAD formats like DWG and DGN—ABS needed the ability to view these documents without installing numerous expensive applications. **"Moving everything to an electronic format was a must,"** Schreiber explained, **"but we didn't want to constrain the customer. We needed a markup solution that was flexible and able to handle multiple file formats."**

The solution—OpenText BRAVA! view and markup

ABS created a custom application that sits on top of OpenText Content Suite, giving users a very specific interface that is completely customized for their needs. The society needed a view and markup tool that would integrate seamlessly with both Content Suite and the custom application. Their first choice had various issues, the most significant of which was that it couldn't work across their different WAN links. **"All of our engineers and worldwide offices come across the network in Houston,"** explained Schreiber. They needed a solution that worked just as well in Asia, Europe or anywhere else as it did in Houston. That is when ABS made the switch to OpenText BRAVA!.

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"BRAVA! was the ideal solution for working with different file types," said Schreiber. Describing BRAVA! tools as *"intuitive and straightforward,"* he explains that the markup functionality, the ability to handle all formats and the ability to run BRAVA! through a web browser proved to be critical success factors.

At any given time there are up to 120 ABS engineers around the globe working in BRAVA! to review and comment on drawings. Engineers use the custom application to find the drawing or document they need from Content Suite, then it automatically launches the file in BRAVA!. When the engineers are finished marking up the drawing, they just use BRAVA! to add a watermark indicating it was reviewed by ABS, then publish the drawing, with markups and the watermark, to PDF. The files are then ready to send back to the customer the same way they were received—electronically.

While implementing BRAVA!, ABS discovered a few features that called for more flexibility. For example, they needed more size options for markup text to make it more readable across the various drawing scales. *"OpenText's support and staff were really great,"* described Schreiber. *"They worked closely with us on the integration process and customization. With OpenText, the process went quickly."*

Results—fast response time for better customer service

By implementing BRAVA!, ABS has been able to dramatically speed review cycles. *"What used to take several weeks is now taking a day or two,"* noted Schreiber. In a world where areas for competitive advantage are shrinking, speeding processes while improving quality and the overall customer experience is key. Adapting to the changing tides of the maritime industry, ABS is applying innovative solutions, like OpenText BRAVA! and OpenText Content Suite, to create superior value for its customers.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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