

# ABZ

## AUDIO PODCASTS IN TECHNICAL COMMUNICATION

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### **"THE WHOLE OF LIFE IS A QUIZ"**

*More motivation and learning success  
with the gamification of e-learning  
courses?*

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## **A CONNECTION THAT LASTS**

*TANNER supports the Oetiker Group  
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## **TECHNICAL EDITING AS A SUPPLIER FOR CONTENT MARKETING**

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## EDITORIAL

Precisely 30 years ago email came to Germany with the words “This is your official welcome to CSNET. We are glad to have you aboard.” Mark Zuckerberg was also born in the U.S. state of New York in 1984. And last but not least TANNER was founded on 1 October of the same year. Helmut and Edda Tanner started their company in a small flat. In this ABZ edition you can read about how it all began.

This ABZ edition also discusses audio podcasts in technical communication and documentation with SharePoint. And you will learn how to motivate employees with the aid of gamified e-learning courses and achieve visible learning success.

I hope you enjoy reading your ABZ!

Sincerely,

Stefan Kügel

*Stefan Kügel*



# AUDIO PODCASTS IN TECHNICAL COMMUNICATION

Nearly one third of all B2B companies in North America rely on podcasts as an instrument in the communication mix. This was the conclusion of a study by a well-known content marketing agency in 2014. At home the rate is likely to be significantly lower. At the moment – because the arguments for using this medium, in particular for products that require explanation, are particularly persuasive. This article describes the important function of audio podcasts in the B2B communication mix.

## B2B marketing must lower procurement risks

The apparently most important influencing factor for the purchasing decision in the B2B context is the level of risk entered into on purchase.

On the product side, those involved in the procurement process ask the following kind of questions:

- Does the product meet my performance expectations?
- Will I pay an appropriate price?
- How do I assess the innovation promise compared with its risk?
- What level of maintenance does the product require?
- ...

In addition to the product risks, the so-called system risks also play a role: These include, for example, loyalty arising from framework agreements, on-time delivery by the supplier and overall functionality in a system with other components or products.

Communication in B2B marketing has the key task of minimising these risks for the customer's buying centre. To date markets have provided this via appropriate product positioning, relevant advantage argumentation, correct and complete product information throughout, image worlds that convey security and comprehensible function descriptions in words and (moving) images.

## B2B = P2P

But anyone who believes that the only procurement risks are company risks is wrong. Even in B2B it is people who make the procurement decisions at the end of the day. Their main criteria for or against procurement do relate to the company's interests. But the decisions of those responsible are driven by very human goals: workplace security, successful job completion or

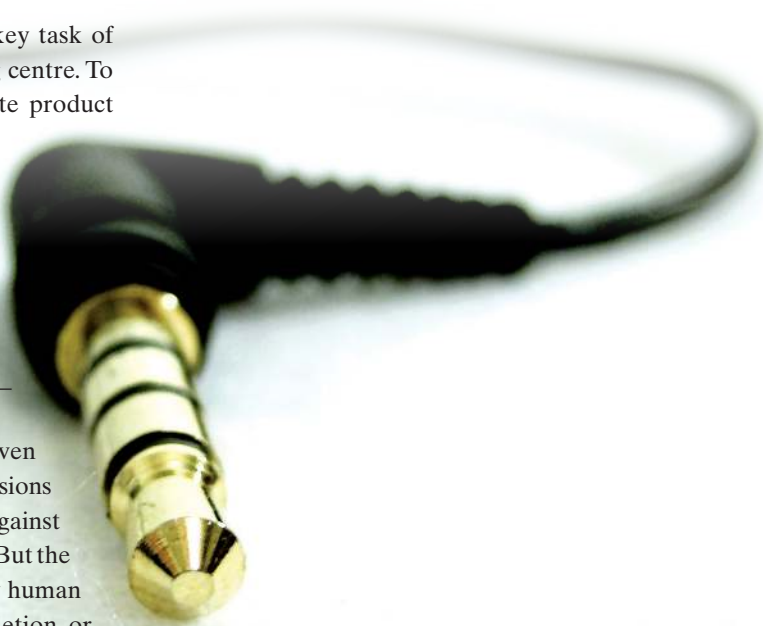
promotion ambitions. To this extent B2B marketing is finally always characterised by person-to-person communication (P2P communication).

## Audio podcasts as a P2P instrument

Audio podcasts create trust to and between people. They therefore create the basis for reducing those procurement risks that cannot be excluded in advance of a purchase by hard facts. Podcasts are an excellent complement to mainly fact-based product communication in the form of brochures, catalogues and online presentations because they give the people behind the product a voice. They offer the opportunity to provide background information on the product, its development, motivations, challenges and advantages. Successful podcasts can demonstrate that there are highly competent people behind the products and the company.

Podcasts therefore have a very special quality in the communication mix. They combine the opportunities of digital media with regard to availability and distribution with advantages that are otherwise restricted to printed media: credibility and constancy of the information.

Last but not least, audio podcasts are produced very efficiently, offer a number of exciting story formats (from interviews to reports) and can be used repeatedly and in different contexts. They should therefore always be considered as a complementary medium for product communication.





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# "THE WHOLE OF LIFE IS A QUIZ"

## *More motivation and learning success with the gamification of e-learning courses?*

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"The whole of life is a quiz and we are just the candidates," warbled German entertainer Hape Kerkeling in 1991. Today his media criticism could be the motto for a currently much-hyped subject that appears to apply to all areas of life: gamification. This article talks about what is behind gamification – especially in the context of e-learning – how it is used to increase motivation and what its critics are concerned about.

According to the German Gabler Business Dictionary, gamification is the "transfer of elements and processes typical of games into non-gaming settings". Virtually all aspects of business life have now been infected by it: from the recruitment process via marketing applications to training and book-keeping. According to a study by market research company Gartner, by the end of 2014 over 70% of the world's 2,000 largest companies will have at least one "gamified" application.

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### Change behaviour, increase motivation

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The most important objectives of gamification are to change behaviour and increase users' motivation. These effects should be achieved by integrating scenarios typical of gaming, e.g. overcoming tasks through individual or collaborative performance. Such mechanisms as descriptions (targets, participants, rules, options), points, classification lists, progress indicators and feedback are used.

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### Example "Deloitte Leadership Academy (DLA)"

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In principle such mechanisms are relatively easily implemented in e-learning applications. A prominent example is the "Deloitte Leadership Academy (DLA)". The online platform for employee and customer training at Deloitte already "plays out" the on-boarding process – registering new learners. The manager has to complete the mission of creating their own profile and setting the individual learning priorities according to the instructions in a video.

As with most "gamified" learning applications, the DLA also uses publicly visible results lists for the best course results. In contrast to other offerings however, the DLA offers top-10 lists for each individual level within a course. In addition, these lists are reset each week and the competition starts from scratch. This increases the chance for the participants to reach one of the desirable top places during a course.

After completing a course or passing a test, the participants are given a digital award – called a badge. They can post this both in their profiles within the DLA and in public social networks.

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### Child's play?

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These and other gaming elements enabled Deloitte, according to the information provided, to increase the number of participants returning to one of the websites within a week by 37%. The example also shows how gamification can successfully support the motivation design of e-learning courses. Has the (gaming) philosopher's stone been found?

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### Critics sound warnings

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What is now being driven by suppliers all too often as a playful, simple, patented solution in the marketplace, has a serious tradition at least for some of the methodology. And you should be aware of this if you are to understand the potential weaknesses of gamification: so-called token systems have been used in behavioural therapy from as far back as the 1960s. Patients were given tokens (coins) via a systematic plan as a positive reinforcement for desirable behaviour.

If they collected a large number of them they could exchange them for a request – which was also defined in advance. The aim of this method was to awaken and promote intrinsic motivation via external reinforcement.

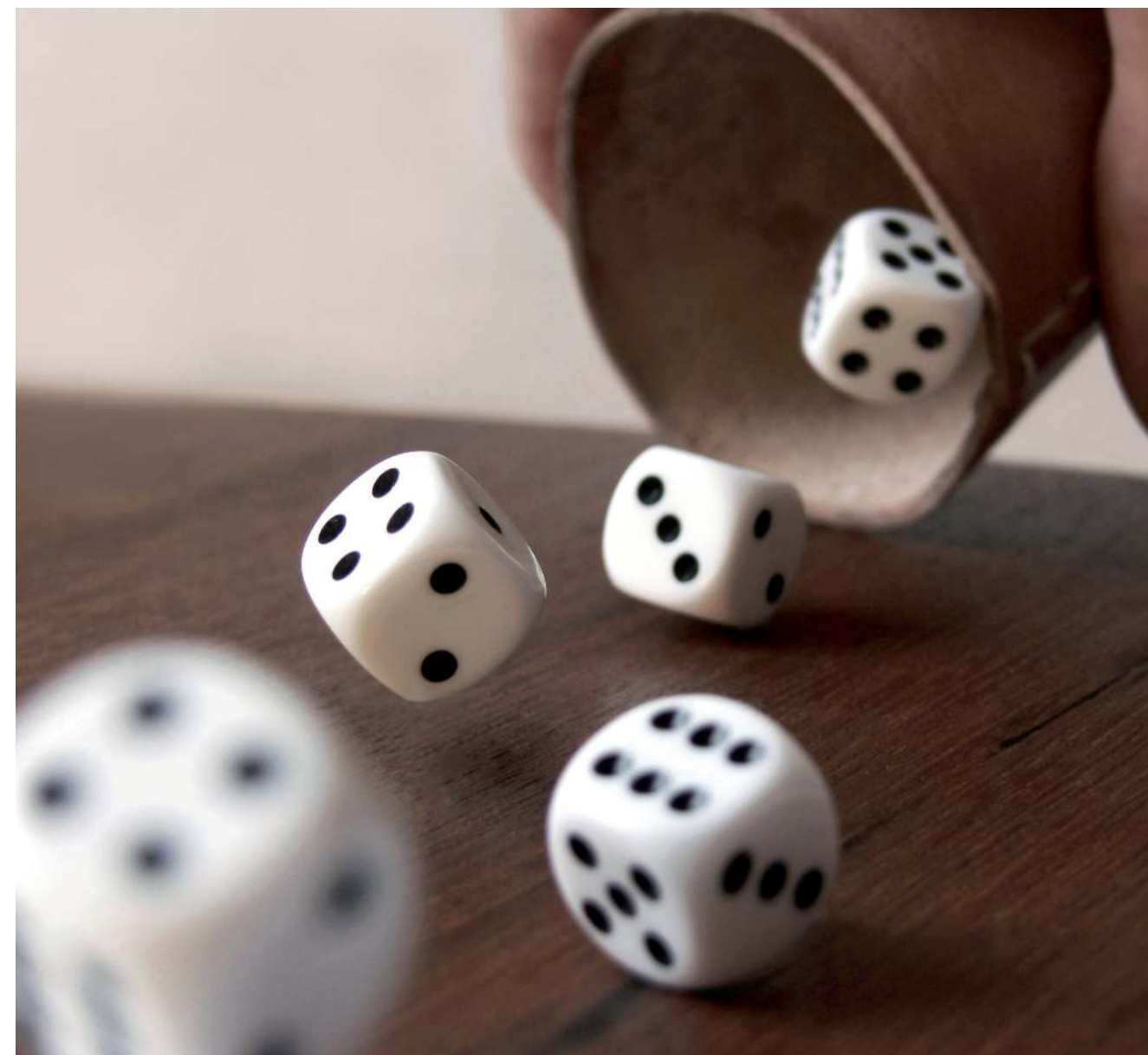
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### External reinforcement can corrupt existing motivation

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This is precisely the point for the critics of gamification that aims to increase motivation at work. To explain their concerns they refer to the "corrupting effect" described in psychology. Researchers Edward L. Deci and Richard M. Ryan started to discuss this with the following scenario: a businessman is regularly annoyed by rowdy, young people.

One day he starts to pay the young people for their bad behaviour. The intrinsic motivation of the young people (they annoy him because it's fun) is now complemented by an extrinsic motive (money). Then the businessman gradually starts to reduce the amount he pays. At some point the amount is so low for the young people that they stop annoying him.



What happened? The original intrinsic motivation of the young people was replaced by the extrinsic one. Then the reinforcement for this extrinsic motivation was gradually reduced. Finally the complete motivation disappeared. The young people had "forgotten" that it used to be fun to annoy the businessman.

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### The moral of the story?

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Users of e-learning courses in companies are not a homogeneous target group. They have different individual motivation levels for acquiring knowledge and skills. Therefore external reinforcement involves the risk of removing the tension of the original drivers from internally motivated employees. They could deal with the gamification in the same way as the young people with the money. Furthermore, the competitive nature of many elements typical of gaming can even scare employees who are basically highly motivated into not taking part at all.

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### In short: yes, but...

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Those considering the motivational design of e-learning courses should approach the subject at least initially by not being completely "gamified". The concentration on the relevance and benefit of the learning objectives and content for the specific business task of the user should remain the starting point for designing motivating elements. Elements typical of gaming as additional reinforcement may have positive effects but their overall effect should be considered. Because, once introduced, their later deactivation may put the acceptance of the whole learning offering at risk. Studies have clearly demonstrated this. Or to quote Jacques-Yves Cousteau: "play is an activity that you simply can't take seriously enough."

# A CONNECTION THAT LASTS

## TANNER supports the Oetiker Group with documentation projects



A car that should glide comfortably along country roads is subject to major loads. The connections are held together with clamps, clips and rings so that propeller shafts are reliably protected, the oil line does not leak and the cooling water pipe seal remains in tact. The leading global manufacturer for these is the Swiss-based Oetiker Group. But Oetiker products are not only used in the automotive industry. The connection solutions are also used in the drinks industry, for white goods, medical technology, agriculture and forestry.

Oetiker has cooperated with TANNER for technical documentation since 2011 – a connection that holds.

### Specific task stated

When looking for a long term partner for technical documentation Oetiker came to TANNER with a specific task. The company needed operating instructions for a new, electronically regulated pneumatic pincer device – the ELK 02. The ELK 02 pincers are a closing tool used to assemble the range of clamps to the material with the right tension and pressure.

“It was particularly important for us that the service provider took on all of the tasks,” remembers Andreas Lennep, Global Marketing Director at Oetiker. “Our new partner not only had to create the operating instructions but also be responsible for translating them into 16 languages.”

### Revision of text and graphics

The existing operating instructions for the previous pincer model were first analysed by one of the TANNER specialists. Based on the results and Oetiker’s requirements, TANNER presented a concept for the new operating instructions.

The following steps were defined for the content and graphical revision of the existing instructions:

- Adaptation of layouts to the CI
- Structuring of the content
- Revision of the texts
- Use of warnings
- Functional definition
- Definition and consistent implementation of awards
- Preparation of the Word file for electronic publication on CD (automatic links)
- Use of the machine directive

TANNER only had three months to implement the project. The date for the first user training had already been set. For the training Oetiker required a prototype of the device with the associated software and the operating instructions in German.

So at first, a software developer from Oetiker and the technical editor from TANNER worked in parallel. “However we noticed at an early stage that we had to set a development status in order to ensure common terminology for the software documentation,” explains Tomislav Matiević, who led the project at TANNER.



On a fixed date the development status of the software was frozen and the TANNER editor started his work. The user interface was translated in parallel. TANNER relied on the services of Arancho Doc for the translations. They had already completed several successful translation projects with the service provider.

In order to save printing costs, Oetiker decided to deliver the tool in future with an accompanying CD that provided the software and the instructions. TANNER then proposed creating an accompanying sheet that was enclosed with the CD and stated where the instructions were located in all languages.

### 17,000 word operating instructions

As soon as the German version of the operating instructions had been approved by Oetiker, Arancho Doc was able to start translation of in total 17,000 words into English. At the same time translations of some languages were started from the German version. As however most translations are prepared from English – there are more translators from English than from German – the English instructions were the basis for most of the translations. The savings for this approach amounted to double digit percentages.

### Suggested improvements for the next update

“Although the project is a classical documentation project, there were some barriers,” summarises TANNER project manager Tomislav Matiević. The difficulty for the technical editor was on the one hand to agree matters with the developer who knows and wants to describe all of the functions and on the other hand to put oneself in the position of the user who frequently only wants and needs basic instructions. Andreas Lennep commented “this was also confirmed by the participants at the user training”. So for the next version, we want to create instructions for two different user groups: one version with in-depth technical information and one for daily users, for example in the form of a quick start guide.”

### Partnership and cooperation guarantee project success

“The cooperation between the contacts at Oetiker and the colleagues at TANNER was very much a partnership. This made a valuable contribution to the project’s success,” says Matiević. “The fast and easy approval processes meant we could keep the costs on budget although the operating instructions at over 100 pages are a quarter larger than originally planned.”

Even immediately after the project concluded, there were other translation orders and the next documentation project with TANNER has already started. Oetiker has decided to update all of its current technical operating instructions.





# DOCUMENTATION WITH SHAREPOINT

*TANNER solution supports work processes in an XML editing system*

SharePoint has been on the advance in industry and in medium-sized companies for years: Microsoft states that it has already sold over 125 million licences for the software platform for business applications. Many companies also use the document management system for technical documentation; its functions for creating and distributing information (integration of MS Office products, data storage, classification, version control, cooperation and distribution of various versions of documents) provide valuable benefits.

For particular editing tasks, however, the Microsoft solution starts to creak, e.g. when there is a need to reuse particular modules, create and manage content variants or publish the content in different media. Reason enough for the IT specialists at TANNER AG to look for a solution: “the aim is to optimise SharePoint such that it offers the basic functions of a contemporary editorial environment,” explains Alexander Witzigmann, Chief Technology Officer (CTO) at TANNER.

Familiar functions still usable	The “tuned” SharePoint has been received well
<p>“The standard version of SharePoint offers no functions to handle editorial XML content simply and effectively and to edit them with such XML editors as PTC ArborText Editor, JustSystems XMetaL or Adobe FrameMaker – just like working in MS Word but without its specific restrictions.”</p> <p>The summary shows the key additions implemented compared with the standard version: the content created are at the end of the day normal objects in MS SharePoint and can be edited using its familiar mechanisms.</p> <p>The users can continue to simply use the familiar functions of MS SharePoint, such as establishing workflow-supporting work, functions for cooperation between editors and employees in other departments or the customised assembly of the working environment and views of the content.</p> <p>In addition, it benefits from the specific functions of an XML-based editing environment, such as marking the paragraphs with specific validities, controlled and standardised writing, publishing content in different formats and media or cost-effective translation.</p>	<p>The customer has received the SharePoint “tuned” by TANNER very well. Compared with a mature editing system however it has far fewer functions but for many editors this is its precise benefit, according to Witzigmann: “traditional XML-based editing systems are considered by users to be too complex for particular applications. They frequently require relevant background knowledge or many years of experience to be able to use the variety of functions and variants in a targeted manner. The smaller functional scope that our solution offers here is adequate for many scenarios.”</p> <p>Arguments for the use of such a solution include:</p> <ul style="list-style-type: none"><li>► The content created can be used flexibly for classic media as much as for new application cases.</li><li>► The cost of creating and updating content is reduced by simple re-use and automatic modularisation.</li><li>► Different user groups can be integrated easily by re-using familiar work methods and tools.</li><li>► Structural requirements and testing them enable improved support when creating homogeneous content (sample content as best practice).</li><li>► Skills in configuring, modifying and operating MS SharePoint that already exist in the company can be used.</li></ul>

Functional area	SharePoint standard	Expansion by TANNER
Administration	Administration of documents	Manual or rule-based modularisation and therefore administration of documents and the modules they contain
Classification	Automatic classification based on document metadata and manual assignment of metadata	Automatic classification based on XML metadata and manual assignment of metadata
Relationships between content	–	“Where used” and “what used” functions for using modules and cross-references between various modules
Ability to share work	Check documents out / in	Check modules to be edited out / in
Approvals	Approval of documents	Rule-based approval of documents / modules and modules they contain
Publish	Rule-based publication of documents	Rule-based approval of documents / modules and modules they contain
Integration editor	<ul style="list-style-type: none"><li>► Direct opening and saving of documents from MS Word (MS Excel)</li><li>► Direct insertion of graphics in MS Word</li><li>► Use of variables from classifications</li></ul>	<p>All functions are identically available in the XML editor. In addition, the following functions are available:</p> <ul style="list-style-type: none"><li>► Insert modules similar to copy &amp; paste</li><li>► Insert cross-module references</li><li>► Work in any context (document, chapter etc.)</li></ul>

# TECHNICAL EDITING AS A SUPPLIER FOR CONTENT MARKETING

Content is the new currency for marketing. This is what experts are telling us across the country, especially in B2B companies. This issue is not completely new, so what is it all about?

This article explains how content marketing is characterised, the added value it provides in the competition for attention and new customers and the opportunity it also offers for technical editing.

## Content marketing is the answer provided by marketers to modified purchasing processes

Since interested parties can obtain information over the internet intensively, find the opinions of others and research background information – before they contact a product supplier they have the best-possible information – companies have to leave their familiar paths of product communication. They are looking for ways to be a valuable partner in this new purchasing process even from the very start. There is also a product and service checkmate between the suppliers who now have to achieve differentiation via credible marketing communication.

This is exactly what content marketing is designed for. It replaces pure product information with exciting stories about the product world. Journalist-style background information, initial tips or edutainment are being established in companies to provide relevant knowledge to the target groups via suitable channels, media and formats.

## The biggest challenge is relevant content

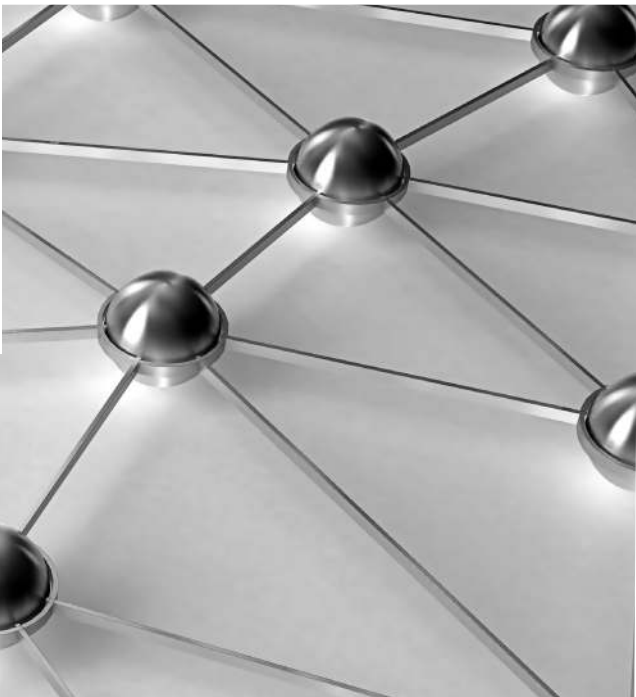
In a study from spring 2013 Facit Research assessed amongst other matters the biggest challenges faced by German companies in terms of content marketing. The most frequently stated problem at 37% was the generation of ever-changing, current content that matches the target group and brand. This is unlikely to surprise those who have considered a potential content strategy for their company in more detail.

Because, in addition to a journalistic feel, the creative skills of technically expert story tellers and the implementation knowledge of (multi-)media producers for cross-media storytelling that works, sustainably successful content marketing stands and falls on the planned delivery of issues and “raw” content from within the organisation.

## Opportunity for technical editing

In addition to many other knowledge carriers and raw material suppliers from the company, there is an opportunity here for the technical editors to demonstrate their expertise. On the one hand with virtually complete media and formats, such as 3-D animations or e-learning to convey basic technical operations. On the other, with suggested subjects of advice on content input to frequent application scenarios for target groups. Here technical editing can add real value to the company through their knowledge of both the problem and in particular the solution.

Further information  
[www.tanner.de/en/contentmarketing](http://www.tanner.de/en/contentmarketing)



# 30 YEARS OF TANNER

*(Not) a day like any other: 1 October 1984*

That Monday was apparently only slightly warmer than the average for the time of year. And there was not a lot else to suggest that 1 October 1984 would go into the history books: the People’s Republic of China celebrated its 35th anniversary, rock band U2 published the album “The unforgettable fire” and the German Federal Environmental Ministry announced that a general speed limit would significantly lower environmental pollution from vehicles.

So a perfectly average day? Not for TANNER: It was on that Monday that Helmut and Edda Tanner laid the foundation for what has now become TANNER AG.

## Under a good star

On its birthday on 1 October 1984, TANNER came into the world under the sign of Libra. Concerning the characteristics of Libra, astrologists write something that still holds true of TANNER even 30 years later: “If you buy under Libra you can be sure that you take something home that will match your needs.” and so we would like to thank you for three decades of trust and look forward to celebrating future anniversaries with you.



1984 – 1997



1997 – 2006



2006 – 2010



from 2010

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