

# Oak Hill CASE STUDY

## TERAYON

### RE-BRANDING PRODUCT DOCS FOR TERAYON

**The Client:** Terayon delivers advanced technology to broadband service providers. The company leads the industry in DOCSIS 2.0 technology and digital video solutions. Service providers can leverage their existing cable infrastructures with Terayon to deliver new, revenue-generating broadband services with faster recovery of subscriber acquisition costs, an antidote to churn, a competitive edge in winning new customers, increased revenues, and reduced operational and capital expenditures.

When a company OEMs another company's product, just changing the logo on the box and the documentation doesn't do the job. The product must ship with documentation that looks and feels like it originated with the company that shipped it, or customers begin to lose confidence.

"A small company tries to do everything in-house to save money," said Steve Levine, Technical Publications Manager for Terayon. "But there was a time when the workload was enormous, the deadline was right on top of us, and everything was top priority. That was when we hired Oak Hill."

Terayon was OEMing a cable head-end product from Riverstone Networks. The product's four-volume, 3500-plus pages of technical documentation had to be transformed into a Terayon documentation set within a very short time. The volumes had to be re-designed to look like Terayon documentation. The docs had to be imbued with the Terayon brand image, look and feel. The language had to be the language that Terayon uses when it talks about its products. Finally, the part numbers, company name, and contact and support information had to be changed everywhere they were mentioned.

"It was a large and tedious job that required enormous attention to detail," said Levine. "There were thousands of opportunities to slip up."

Oak Hill took on the challenge and quickly began transforming the documentation. The team worked off-site, communicating with Steve and his team via phone and email. Drafts were burned onto CD-ROMs and shipped back and forth for review.

"I prefer it when writers are working off-site," Levine commented. "That way, I know they're not working in interrupt mode! Oak Hill was always responsive, and it was more like working with my own people than working with an outside vendor."

Although Levine admits that Terayon didn't always make its deadlines for the project, he says that Oak Hill always did. "The schedule and budgets were really tight, and the deadlines never changed. Oak Hill did an outstanding job for us. They were 100 percent on-time and on-budget."



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When the dust cleared, Levine said that the documentation was perfectly compliant with the Terayon brand, and Oak Hill had attended to every detail. “There was no way that anyone would know that the documentation had originated with Riverstone,” he said. “It was pure Terayon, down to the last comma!”