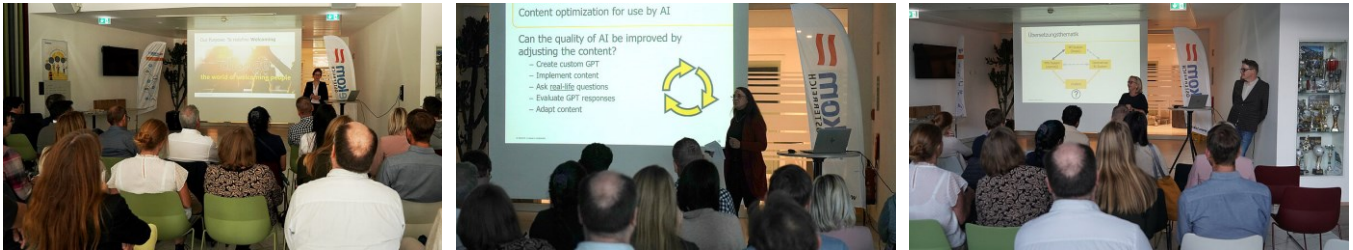


An inspiring afternoon at the base of the Untersberg mountain

“Welcome to SKIDATA!” was the title of an inspiring afternoon held on September 20, 2024, at the company's headquarters in Grödig, near Salzburg. Interested parties from all over Austria and Bavaria accepted the invitation and were offered not only expert lectures but also a tour through the company's Experience World.

Due to the severe weather in large parts of Austria, some registrants unfortunately had to cancel at short notice, but the event was still very well attended.



Introduction to the world of SKIDATA

At the beginning, Katharina Peyker, Marketing Communications Director at SKIDATA, explained the company's portfolio, market segments and philosophy.

Afterwards, all participants were divided into two groups: one group was given an overview of the working methods, areas of responsibility, and tools used in the company's technical documentation department by Karin Schmitzberger, Senior Documentation Manager.

Meanwhile, the other group was led by Michael Seeleitner, Senior Technical Editor, together with Thomas Schnöll, Senior Product Engineer, through the Experience World. The participants gained insights into the SKIDATA product world and were able to experience the company's solutions in action.

Afterwards, both groups swapped places.

Content structuring

After a coffee and networking break, the technical presentations continued. First, Markus Arch, Technical Documentation Manager, and his colleague Michael Seeleitner explained how the technical documentation department structures its content based on function design.

They presented the organizational structure within the company, the project management required for this, the theoretical principles of functional design, and the specific technical implementation in the CMS. It became particularly clear that precise preparation and a well-thought-out schedule with sufficient buffer times are essential for such a project.

Artificial intelligence

After another short break, the implementation of artificial intelligence was discussed. Markus Arch and Karen Pradhan, Senior Technical Editor, first explained the organizational setup and why it is important to establish a bottom-up approach in addition to top-down structures for this topic in a company.

After that, specific AI projects were presented. At SKIDATA, the technical documentation department focuses primarily on optimizing content for AI systems, as the old saying “garbage in, garbage out” also applies to artificial intelligence in all its variations.

Other projects presented included the search for a documentation-specific AI tool for internal departmental use cases, the rollout of a chatbot for service technicians based on content-optimized technical documentation, and the effects of generative AI on translation topics.

Conclusion: generative AI and CAT systems will be more closely interlinked in the future to increase efficiency. However, generative AI will still not be able to replace professional translation management.

Finally, current problems in the implementation of AI projects were discussed, with inconsistent content strategies and the lack of interfaces between AI models and other systems currently representing the biggest hurdles.

After the lectures, all attendees were invited to a buffet to exchange ideas and network.



You can find more about tekom Österreich at <https://www.technical-communication.org/tekom/about-us/country-organizations/austria/home>.