Data Merge and Automation with DITA

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Merging data & DITA

- Current utilizations of DITA
- New opportunities
  - Pre-sales
  - Commerce
- Challenges of merging data and DITA
- Solutions
Current utilizations of DITA
Current utilizations of DITA

• Single-sourced DITA enables higher levels of reuse, consistency, usability, output variants
• Most current implementations involve after-market technical content
• Data is
  • maintained separately (RDBMS)
  • manually integrated with DITA
Opportunities

- Product catalogues
- Price books
- Sales bulletins
- Parts lists
- Data sheets
- E-commerce applications
- Enabling on-demand, custom publishing of sales and pre-sales literature
Challenges

- Identify various data sources and formats and **normalize** the data stream
  - mainframes
  - spreadsheets
  - custom database apps
- Determine **ownership** of single source
Challenges

• Streamline **process** for adding and maintaining data
• Standardize the **data model**
• **Transform** data and **merge** it automatically with DITA content
Data and information storage

• Traditional relational database data storage vs.

• Technical documentation content management
Data management

Data fields

Processing

Output

- Market trend analysis
- Price reports
- Technical specs

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Component content management

Topic pool

Processing

Multiple media

- Print books
- HTML
- HTMLHelp
- PDF

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Solutions

• Understand and single source data for catalog and pricing outputs
• Design metadata strategy for multiple outputs, dealers, and languages
• Single source information for internal and external websites
Solutions

- Understand data infrastructure
  - Platform
  - Current information workflow
  - Shopping cart
  - Database normalization and migration
Proposed work flow

SQL DB
component
CMS

P/N Updates
Price Updates
Graphics
Catalog Topics

TMS

XML Editor

Style sheet

Topic Base Authoring

Multiple Languages
B2B parts catalog
B2C parts catalog
B2B price book

Price Book

Parts List

XSLT

Publishing Engine

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**Parts catalog**

## Oil and Engine Care—Engine Oil

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<th>Description</th>
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**Cobra® 4-Cycle Motor Oil**
The XD 100™ synthetic formula oil provides uncompromised lubrication and superior performance — even in extreme conditions — especially cold temperatures down to 0°F (-17°C).
- Handles the newest API service ratings of SG and CD.
- Meets or exceeds GM-6094-M, Ford ESE-MC-153-E, API service SE-SF-SG-CG-CD.
- Acceptable for any diesel engine which requires a 30 weight oil.

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**Flexible Pour Spout**
The XD 100™ synthetic formula oil provides uncompromised lubrication and superior performance — even in extreme conditions — especially cold temperatures down to 0°F (-17°C).

<table>
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<p>A premium formulation with synthetic additives that delivers ultimate performance while providing the opportunity to reduce....</p>

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DITA catalog topic

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Publishing pipeline

- Isolate data within XML DB using metadata
- Otherprops
- Outputclass
- Product
- Platform
Data merge obstacles

• Issues companies are facing with data merge
  • Address the multiple technical documentation sources
  • Develop information model to support parts catalog
  • Develop P/N version control strategy
  • P/N process reengineering
  • Select appropriate component CMS or design a integration strategy with current CMS
  • Address the graphics workflow by looking into SVG
  • Develop parts catalog style sheet (print and web)
  • Develop strategy for part catalog ecommerce integration
Why standards?

- Lower costs/increased efficiency
  - Tools for editing and automation
  - Improve maintainability: update content and technology
- Improve accessibility
  - Human and machine readable
- Interoperability and extensibility
  - DITA, SVG, XHTML 1.1 and XML; web services, AJAX and Web 2.0 interaction
DITA and Data
To learn more …

• Questions?
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• Comtech (www.comtech-serv.com)
  • Minimalism, Content Management Strategies, User and Task Analysis, Structured Writing, DITA Boot Camp, and DITA for writers