How do you increase customer satisfaction with your product documentation by 71% in three years?
The problem: Different information centers—some Eclipse-based, some homegrown
The problem: Similar content in Eclipse, but three different screens, three different products, three different appearances.
The problem: Inconsistent navigation

In the era of information integration, it is necessary for information sets of complementary products to fit together.
The problem: Paragraphs, bullets, tables, ...

**Why customize?**

While Domino Doc provides a comprehensive document management system, it is desirable to maximize its usability for your environment. Some objectives that justify customization include:

- Integration of desktop applications
- Customized look and feel
- Document interchange
- Application-specific processing
- Integration of third-party technology

**Integration of desktop applications**

You may want to customize Domino Doc in order to support one or more desktop applications, such as Word Pro® and Document Management API (DMA) client, your requirements may include support for applications not compliant with ODMA, such as Microsoft Project or other custom applications.

**DB2® clients**

There are three types of DB2® clients:

- **Run-Time Client**
- **Administration Client**
- **Application Development Client**

Version 8 clients support Version 8 servers. Version 8 clients can connect to the Version server running DRDA-AS. Version 7 clients can connect to Version 8 capacity.

**Message flow project**

A message flow project is a specialized project (container) that maintains all the resources associated with one or more message flows. You can create a message flow project to contain a single message flow, a group of related message flows, or a collection of resources in a single message flow project structure with your message flow resources.

Message flow project resources are created as files, and are distributed in the repository. Each message flow definition file must be named `<message_flow_name>.def`.

Create a message define file is required; there must be a message define file is created for you when you create a message flow project.
How?

Collaboration !
Before and after Branding
Before and after framework icons (banners, navigation, toolbar, and tabs)

- DB2 Query Patrol
- Release information
  - New Features
    - Version 8.1.2
    - Product changes
  - Version 8.1
  - Incompatibilities between releases
  - Known problems and workarounds
    - Version 8.1.2
    - Version 8. FixPak 1
  - Documentation updates
- Concepts
  - Introduction to DB2
    - DB2 Enterprise Server Edition
    - DB2 Workgroup Server Edition
    - DB2 Personal Edition
  - Installation of DB2 clients and servers
    - DB2 documentation
  - DB2 Information Center for top
    - Overview of DB2 Universal Dat
    - Online DB2 troubleshooting info
- Tasks
  - Migrating to Version 8
  - Installing DB2 clients and servers
  - Configuring DB2 clients and servers
  - Removing DB2 clients and servers
    - DB2 on UNIX
    - DB2 on Windows
  - Administering database systems
  - Developing applications...
Before and after paragraphs and bullets

**Why customize?**

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---

**DB2 clients**

There are three types of DB2® clients:

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Version 8 clients support Version 8 servers. Version 8 clients can connect to the Version server if it is running DRDA-AS. Version 7 clients can connect to Version 7 servers, but cannot connect to the Version server.

---

**Message flow project**

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You can create a message flow project to contain a single message flow and related message flows and resources in a single message flow structure to your message flow resources.

Message flow project resources are created as files, and are displayed in the Message Flow window.

- Message flow definition files named &lt;message_flow_name&gt;

The message flow definition file is required; there must be a file created for you when you create a message flow project.

---

**DB2 clients**

There are three types of DB2® clients:

- Run-Time Client
- Administration Client
- Application Development Client

Version 8 clients support Version 8 servers. Version 8 clients can connect to the Version server if it is running DRDA-AS. Version 7 clients can connect to Version 7 servers, but cannot connect to the Version server.

A database cannot be created on a DB2 client. You must access databases through the Version server.

---

**Message flow project**

A message flow project is a specialized project (container) in which you associate one or more message flows.

You can create a message flow project to contain a single message flow and related message flows and resources in a single message flow structure to your message flow resources.

Message flow project resources are created as files, and are displayed in the Message Flow window.

- Message flow definition files named &lt;message_flow_name&gt;
Before and after tables

<table>
<thead>
<tr>
<th>Drop cursor</th>
<th>Where the view will be moved to</th>
</tr>
</thead>
<tbody>
<tr>
<td>↑</td>
<td>Dock above: The view is docked above the view underneath the cursor.</td>
</tr>
<tr>
<td>↓</td>
<td>Dock below: The view is docked below the view underneath the cursor.</td>
</tr>
<tr>
<td>→</td>
<td>Dock to the right: The view is docked to the right of the view underneath the cursor.</td>
</tr>
<tr>
<td>←</td>
<td>Dock to the left: The view is docked to the left of the view underneath the cursor.</td>
</tr>
</tbody>
</table>

Table 36. Default wrapper library names by UNIX platform

<table>
<thead>
<tr>
<th>Wrapper</th>
<th>AIX</th>
<th>HP-UX</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLAST</td>
<td>libdb2lsblast.a</td>
<td></td>
</tr>
<tr>
<td>BioRS</td>
<td>libdb2lsbiors.a</td>
<td></td>
</tr>
<tr>
<td>Documentum</td>
<td>libdb2lsdctmF.a</td>
<td></td>
</tr>
<tr>
<td>Entrez</td>
<td>libdb2lsentrez.a</td>
<td></td>
</tr>
<tr>
<td>Extended Search</td>
<td>libdb2lesclient.a</td>
<td></td>
</tr>
<tr>
<td>HMMER</td>
<td>libdb2lshmmmer.a</td>
<td></td>
</tr>
</tbody>
</table>

And this filter file:

<table>
<thead>
<tr>
<th>attribute</th>
<th>value</th>
<th>action</th>
<th>flag</th>
</tr>
</thead>
<tbody>
<tr>
<td>audience</td>
<td>programmer</td>
<td>exclude</td>
<td></td>
</tr>
<tr>
<td>platform</td>
<td>unix</td>
<td>flag</td>
<td>images/nunix.gif</td>
</tr>
</tbody>
</table>

Table 36. Default wrapper library names by UNIX platform

<table>
<thead>
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<th>Wrapper</th>
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</tr>
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<tbody>
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<td>BLAST</td>
<td>libdb2lsblast.a</td>
<td></td>
<td>libdb2lsblast</td>
</tr>
<tr>
<td>BioRS</td>
<td>libdb2lsbiors.a</td>
<td></td>
<td></td>
</tr>
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<td>exclude</td>
</tr>
<tr>
<td>platform</td>
<td>unix</td>
<td>flag</td>
</tr>
</tbody>
</table>
Before and after code examples

**Syntax 1**
```bash
./ANOTHER-------
>>+-ABC ode(name)+-----------------------------
'--ANOTHER--' 'CANCEL' 'NODUMP'
```

**Syntax 2**
```bash
./ANOTHER-------
>>+-ABC ode(name)+-----------------------------
+-ABC ode(name)+ 'CANCEL' 'NODUMP'
```

---

**Sample Dump Listing for C application dbcat**

```

dbcat:

***Loader Section***
```

---

**Mount command examples**

**Mount /mnt/cdrom**

Some distributions disable execute privileges on CD-ROM devices. To gain execute permission at mount point /mnt/cdrom, issue the following command as root:

```
mount -o exec /mnt/cdrom
```

If your CD-ROM was not automatically mounted, enter:

```
mount -t iso9660 -o ro /dev/cdrom /mnt/cdrom
```

---
Look and feel was just the beginning… we also needed to drive consistency standards in:

- User experience
- Information quality
- Information architecture
  (Models: Use, information types, and access)
- Infrastructure
Total Information Experience:

Defining an IBM-integrated approach to developing information in a flat world, via effective global collaboration

Eileen B Jones
W. Dave Peterson, Jr.
September 18th – 20th, 2006
Agenda

- IBM content strategy
- IBM information framework: Creates and delivers our total information experience (TIE)
- Lessons learned: Best practices in ID community collaboration
- Our steps towards building collaboration in our TIE content community
First step: Build an ID community that collaborates horizontally as well as vertically!

- Shared vision and relationships to larger strategy
- Organizational structure, roles and responsibilities, shared rules
- Resources (people, funding)
- Authority and accountability
- Communication plan
- Plan with goals, schedule, deliverables, business value
- Success measures
- Recognition and sharing of rewards

**Benefit:** Integrated user experience when combining multiple products and components to satisfy the business needs of IBM customers.

Built from the ground up!
1. WebSphere brand
2. Software Group
3. IBM
Our content strategy

Our goal is to provide the right content to the right person, at the right time, in the right format, and in the right media -- driving faster customer implementation of our IBM offerings and decreasing the time-to-value.

Our end-game is:
Excellence in our *total information experience* (*TIE*).

✓ **Benefit:** Shared vision and alignment to IBM strategy
IBM information framework—
Creates and delivers our total information experience (TIE)

- TIE structured information / DITA
- TIE modeling and authoring tools / Content Management Systems (connected)
- TIE classification schema, metadata
- TIE content delivery tools (e.g., IBM Eclipse UA system)
- Access to TIE content (integrated information plan)

Top information pains:
1. Search/retrievability - Ability to locate information
2. Information currency
3. Information quality (accuracy, content, amount of detail)
4. Deficiencies in error messages and troubleshooting information (PDSS information)
5. Cross product consistency and integration

Benefit: Shared understanding and alignment to game plan
Ensure that the organizational structure, roles and responsibilities, and accountability are clear

<table>
<thead>
<tr>
<th>Team</th>
<th>Roles, responsibilities, and accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate team</td>
<td>Provide content strategy, tools, and community leadership to align with IBM strategy and to deliver the IBM product information experience. Accountable to the brands. Space is divided between community and infrastructure.</td>
</tr>
<tr>
<td>Brand ID Advisory Council (IDAC)</td>
<td>Provide brand leadership, voice brand priorities, deliver alignment to Corporate strategy, and provide resources for community councils.</td>
</tr>
<tr>
<td>Community councils</td>
<td>Drive coordination across brands to develop internal information standards and collateral and support deployment of those standards.</td>
</tr>
<tr>
<td>Practitioners</td>
<td>Develop the technical information delivered to our customers. Accountable to brands, Customers and Corp team for implementation of information Standards.</td>
</tr>
</tbody>
</table>

**Benefit:** Shared expectations and trust
Clear communication of customer-driven processes

Strategy and long-term goals

Steps:
1. Identify customer pain
2. Commission work
3. Fill virtual team resources
4. Develop and manage the plan
5. Validate
6. Approve
7. Iterate as required

Deliverables

- Standards and supporting materials
- Tools & technologies
- Best Practices, Education
- Community approval

Benefit: Customer-driven process motivates disparate teams to collaborate.
Lessons learned: Key best practices (BP) in IBM ID community communications

You can download the IBM User Interface Help System here:

http://www.alphaworks.ibm.com/tech/iehs
Best practice: Targeted communications to all global audiences based on audience need

<table>
<thead>
<tr>
<th>Global audiences</th>
<th>Communications goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM ID Advisory Council (IDAC) Senior ID Managers from (SWG) brand / (STG) pillar</td>
<td>Facilitate communications and collaboration. Discussion topics include strategy, plans, personnel, organizational challenges, future skill requirements, etc. Drive leadership and priorities for internal tools, technology, and IBM information standards. Meets monthly.</td>
</tr>
<tr>
<td>(Team of ~ 15) Leader: Eileen Jones</td>
<td></td>
</tr>
<tr>
<td>IBM ID Managers and Technical/Team Leads</td>
<td>Inform and receive input from ID managers and team leads of key developments that will or do affect them and their teams. Examples: ID CMS update, status on various ID council deliverables. Meets monthly.</td>
</tr>
<tr>
<td>(Team of ~ 150) Leader: Dave Peterson</td>
<td></td>
</tr>
<tr>
<td>IBM ID Professionals Team of ~ 1000)</td>
<td>Inform, teach, and receive input for ID professionals about the tools and technologies that will or do affect them. Examples: ID/UX Task Modeler joint Webcast; eLearning introduction, education, and update. Meets monthly.</td>
</tr>
<tr>
<td>Leader: Dave Peterson</td>
<td></td>
</tr>
</tbody>
</table>

✓ Benefit: Increased participant effectiveness, participation, community involvement and buy-in
Best practice: Consistency in expectations

✓ Logistics for World-wide teleconferences:
  – Welcome new organizations and teams, give overview on how to participate, gain DB access, etc.
  – Address time zone challenges by recording audio/video of entire teleconference for playback
  – Use eMeetings to present materials, audio and video, when appropriate

✓ Keep them coming back with teleconferences that the community looks forward to:
  – Present professional teleconferences with exciting agendas and the same enthusiastic host
  – Ensure Q & A discussion immediately after each topic is presented, while maintaining schedule

✓ Provide supporting materials to enable the community to do their jobs effectively:
  – Presentation materials by councils always include the council name, charter, membership, chair, sponsor, and hypertext links to our information center for additional information
  – Hypertext links to database entries for ease of retrieval on related topics

✓ Present special kickoff and year-end accomplishments teleconferences each year:
  – Annual New Year world-wide kickoff
  – Year-end in review in 4Q each year

✓ Benefit: Increased participant awareness, participation, effectiveness, and buy-in
Best practice: Consistency of meeting information

- Ensure agendas and presentations available before meeting
- Involve participation from across the community in the selection of presented topics
- Ensure timely minutes and succinct action items with owners and timetable
- Have SME expert speakers, identify who they represent, and provide contact information for them

**Benefit:** Increased participant effectiveness, awareness, and collaboration
Best practice: Consistency in agendas

**June 7, 2006:**
IBM WW ID Managers and Leads Telecon Tentative Agenda

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>Minutes Presenting w/ Q &amp; A [Approx]</th>
<th>Links to materials; add feedback as comments to presentation in DB:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>Dave Peterson</td>
<td>5 minutes</td>
<td>☐ &lt;= We will use consolidated prez</td>
</tr>
<tr>
<td>Announcement: Accessibility Changes</td>
<td>Mary</td>
<td>2 minutes</td>
<td>☐ N/A - See audio video recording of mtg</td>
</tr>
<tr>
<td>coming soon for the Quick Start Guide</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcement: Tech Writers Council</td>
<td>Kari Halsted</td>
<td>2 minutes</td>
<td>☐ N/A - See audio video recording of mtg</td>
</tr>
<tr>
<td>new Work group - participants needed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>eReview v5 release update</td>
<td>Mike</td>
<td>15 minutes</td>
<td>☐ We will use consolidated prez above</td>
</tr>
<tr>
<td>UTIC Overview &amp; Demo: Community</td>
<td>Dave Peterson</td>
<td>15 minutes</td>
<td>☐ N/A - See audio video recording of mtg</td>
</tr>
<tr>
<td>UTIC Overview &amp; Demo: Collateral</td>
<td>Bob</td>
<td>15 minutes</td>
<td>☐ N/A - See audio video recording of mtg</td>
</tr>
<tr>
<td>Information Architecture Education</td>
<td>Alyson I</td>
<td>30 minutes</td>
<td>☐ We will use consolidated prez above</td>
</tr>
<tr>
<td>Update</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>All</td>
<td>6 minutes</td>
<td>☐ Q &amp; A Discussion</td>
</tr>
<tr>
<td>High level Minutes and Action items</td>
<td>Dave Peterson</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audio/Video recording of this telecon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**IBM WW ID Managers and Leads Telecon Meeting Logistics**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Teleconference</th>
<th>Web conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 6/7/2006</td>
<td>AM</td>
<td>Toll Free:</td>
<td>☐ We do have a web conference for this telecon, details:</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>Toll: +1 765-448-7800 (use this</td>
<td>☐ JOIN THE WEB CONFERENCE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>number only if you can’t dial in</td>
<td>Direct your web browser to the following URL:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>with the toll-free number)</td>
<td><a href="http://www.ces/meetings/join.jsp?meetingId=48508D4487C98AF9C89C9A45C900F33F">http://www.ces/meetings/join.jsp?meetingId=48508D4487C98AF9C89C9A45C900F33F</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Participant passcode:</td>
<td>Conference name: WW ID Managers and Team</td>
</tr>
<tr>
<td></td>
<td></td>
<td>_____________</td>
<td>Password: _____________</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moderator only passcode</td>
<td></td>
</tr>
</tbody>
</table>

✅ **Benefit:** Increased participant effectiveness and collaboration through well-run meetings and timely, engaging agendas.
Lessons learned: Key best practices in IBM ID virtual team management and collaboration

How to accomplish your objectives when you don’t own the resources!!
Best practice: Distinct charters and ownership of associated standards

**Councils**

- User Experience
- Information Architecture
  - ID IA Council
- Infrastructure Tools & Technologies
- Information Quality
  - Editing
  - Terminology
  - Style & Word Usage
  - Testing
  - Translation

**Benefit:** Empowers team members, increases overall utilization and effectiveness of resources, eliminates redundancy, and enables attainment of objectives

---

**IBM information standards**

- Planning, modeling, and designing
- Authoring
- Editing
- Testing and reviewing
- Publishing and maintaining
- ...
Best practice: Defined roles and responsibilities

Roles and responsibilities:

**Sponsor:** (Corp UT rep) Help remove roadblocks (e.g., members needed), drive cooperation across teams, etc.

**Chairs:** Lead the council or workgroup in accomplishing goals and deliverables, host the council or workgroup teleconferences, record minutes of the meetings, track action items, etc.

**Members / Participants:** (Subject matter experts from brands / divisions), Represent particular UT organizations. Effectively communicate with other members and within their own UT organizations. Work to finalize guidelines, best practices, and templates to which all UT organizations can adhere. Must commit to deliver on the agreed upon 30-, 60-, and 90-day milestones.

Participation tiers: Members commit to a participation level for the workgroups:

**Tier 1:** Members attend virtually all meetings and are key contributors. Members own, lead, or participate in producing deliverables. Members are required reviewers of all deliverables and their input is required for deliverable approval.

**Tier 2:** Members usually attend meetings and actively participate. Members are required reviewers of all deliverables and their input is required for deliverable approval.

**Tier 3:** Members sporadically attend meetings, with limited participation. Typically, these members listen in on the teleconferences. Members are optional reviewers of all deliverables and their input is not required for deliverable approval.

**Benefit:** Shared expectations and defined scope; managers receive input to help with end-of-year employee contribution assessments
Best practice: Consistent Council operating procedures

- Sets goals and objectives
- Possesses a distinct mission and represents a particular area of expertise
- Owns an approved charter and set of deliverables
- Empowers members to spawn short-term work efforts to accomplish council objectives

**Benefit:** Improves communications, sets expectations, and enables attainment of objectives
Best practice: Consistency in monthly reporting

- Councils receive work requests from IDAC and community and share their progress through information center reporting and presentations
- Monthly reporting, using consistent templates, on a predefined schedule

**Benefit:** Improves communications, enables attainment of objectives, goal tracking, and shared collateral; drives consistency through standards and supporting materials

---

**Monthly highlights**

- Dave Peterson and Jim C teleconference on July 20th unveiled the ID Education Requirements database during the worldwide ID Professionals teleconference.

**Key milestones & deliverables**

**30 day goals (06/2006)**
- (D) Announce availability of education requirements database to Corporate ID community
- (M) Conduct final review of content and schedule recording for IA Fundamentals course through Mark
- (M) Complete final content for IA Case Study course (Tentative target 8/18)
- (D) Council representatives to complete review of skills definitions for Corporate Expertise Taxonomy
  - (D) Council member reviews, comments and skill additions are due to Jim by 6/8
  - Jim will provide a consolidated version to Beth and Dave by 6/15
  - Beth will prepare the changes for submission by 6/21

**60 day goals (09/2006)**
- (M) IA Fundamentals DVL Course production including recording Andrea’s presentation
- (M) Conduct final review of content and schedule recording for IA Case Study course through Mark Pe

**4Q goals**
- (M) IA Case Study DVL Course production including recording SME presentation
- (M) Begin working with SMEs to outline courses to add other prioritized education requirements

---

**ID Skills and Education Council charter & membership**

You can read the [ID Skills and Education Council charter and membership](#) in the information center.

**Key collateral links, including deliverables and supporting materials**

- [ID Education Requirements database](#)
- [Skills and Education Resources](#)
- [ID “How To” Education Resources](#)
- [DITA DVL Education Courses](#)
  - [XML / DITA and ID Workbench Introductory Course (DVL)](#)
  - [Information Architecture Using DITA Maps (DVL)](#)
- [DITA DVL Courses Update - Important Information you need to know](#)

---

**Legend**

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>D</td>
<td>Deliverable</td>
</tr>
<tr>
<td>M</td>
<td>Milestone</td>
</tr>
</tbody>
</table>

---

© 2006 IBM Corporation
Best practice: Consistency in standards delivery

Councils create, review, and maintain internal standards and all supporting materials.

- **Benefit:** Improves communications, sets expectations, and enables attainment of objectives. Improved integration and consistency helps address customer pain points through solutions that work together horizontally and vertically.
IBM global collaboration

Attached:
IBM Software Group Experiences in Worldwide Team Collaboration
The Globally Integrated Enterprise (Sam J. Palmisano)
Common patterns emerge with challenges in culturally and geographically disparate development teams...

**Confidence and trust:** Will the other team deliver?

**Future direction and purpose:** Where is this relationship going?

**Communications /culture:** Will we be able to understand each other? Will I misunderstand or be misunderstood?

**Time zone:** Can we align phone call times to fit work hours?
IBM global collaboration:

- Development and customer outreach
  - ID activities:
    - Information center testing
    - Samples development and testing
    - User testing
    - Technical writing: New development and maintenance
    - Translation verification testing of content with the product
  - Locations:
    - China
    - India
    - Taiwan
    - Poland
Lessons learned: Key best practices to address the challenges with global teams

**Plan**
- Prioritize time to manage key issues:
  - Flexible work environment
  - Cultural differences
  - Different holidays
  - Unclear proverbs used
  - ...

**Business goals**
- Explain goals and intent of partnership:
  - Future responsibility
  - Technical content
  - Mission implications long term

**Communications**
- Educate teams on oral/written communications:
  - Local jargon, customs
  - Speaking slower
  - Senior leadership communication

**Ground rules**
- Establish rules to deal with globally dispersed teams:
  - Leverage time zone differences
  - Collaborate on all business planning

**Talent movement**
- As need arises, move talent with experience in both cultures:
  - Explore relocation, assignment, travel approaches
  - Leverage broad work experience
Best practices in success metrics and recognition

- **Overall success metric:** IBM customer satisfaction ratings, internal customer satisfaction ratings with our tools and technologies

- **Recognition:**
  - To those teams and individuals that excel in delivering business value
  - Significant career milestones, senior promotions

  **How are they recognized:**
  - Announced globally at the appropriate tiered communication venues
  - Yearly recognition of accomplishments across global multiple tiered audiences:
    - ID Advisory Council teleconferences
    - ID managers and team leads teleconferences
    - ID professionals teleconferences
  - Formal awards: Corporate, Division, Bravo, and Ovation
  - Informal awards:
    - “Thank You” awards of recipients choice from a catalog
    - “Certificates of Appreciation” to councils and workgroups
    - “Great job” emails, praise notes to the employee’s upline managers
  - Community virtual team participants, sponsors, and chairs:
    - Frequently tie their recognition and results back to their Personal Business Commitments (PBCs), an assessment mechanism

✓ **Benefit:** Increased motivation, excitement about deliverables, contributions and collaboration towards our objectives of improving customer satisfaction
Leveraging our ID collaboration best practices to deliver the IBM total information experience…

**Problem:** Currently, every content group or "tower" has its own approach to describing and modeling content. This multiplicity creates confusion for customers when they receive content from different sources. Importantly, this problem also prevents us from effectively implementing cross-tower content management. As a result, planning, designing, and re-using information content across content providers is currently difficult or impossible.

- ID
- Support
- Technical services
- Education
- Marketing
- ITSO (solution information)
- Early programs
- Channels (partners-PW)
- Developers (dW)
IBM Content Board: Teaming to deliver the total information experience (right content, to the right person, at the right time)

Mission
- Establish an IBM offering information model and drive alignment and governance

How we model and maintain the structural quality of our customer content
- Information consistency
- Information coherence
- Interactions with Web topology
- Interactions with Web navigation

How to express our content and enable content reuse and repurposing for:
- Faster time-to-value
- Ease of authoring and maintaining content (trusted source)

Infrastructure (e.g., DITA, content management, schema, metadata, Eclipse, ...)
- Business and development processes
- Information standards
Customer-driven content delivery process

**Authoring tools**
- Enforces XML content type standards, including semantics and metadata

**Create content**
- Author to content type standards
- Template XML:: Rich semantics for unique and reusable elements
- Connected content repositories
- Reuse and recycling of content

**User scenarios**
- Information requirements based on user context
- Consistent and coherent content
- Consistent access to content

**IBM TIE information model**

**Edit and approve**
- Link editorial boards

**Publish**
- Repurpose
- Reusable

**Deliver**
- Channel output: ibm.com, W3

**Customer information requirements**
- Offering design—“outside in”
- Integrated information plan capture
- Personalization and customization
Information model agreement

IBM information architecture model: Content type and template agreement

All content can be described in terms of its type, template, and constituent elements:

- **Content type**: Conforms to an allowed value list and contains unique properties that meet internal and external audience expectations. For example, user guide, technote, redbook, whitepaper, samples, course, demo, help task, etc…

- **Content type template**: Defines the structural details necessary to describe the content type or its specific variations. For example, technical whitepaper and marketing whitepaper are variations of the content type, “whitepaper.” Every content type contains at least one content type template.

- **Unique content element**: Represents a concrete piece of structured content, information, data, or query, marked up in XML, and unique to a *topic structure or context*.

- **Shareable content element**: Represents a concrete piece of reusable structured content, information, data, or query, which is marked up in XML, owned and managed by a trusted source and shared across content types.
IBM integrated information plan standard is key to delivering our content strategy.
Questions?

Thank You

धन्यवाद
Hindi

多謝
Traditional Chinese

ขอบคุณ
Thai

Спасибо
Russian

شكراً
Arabic

Grazie
Italian

Danke
German

Merci
French

Obrigado
Brazilian Portuguese

Danke
German

감사합니다
Korean

ありがとう
gosaimashita
Japanese