

10 Ways DITA Can Help Drive a Unified Content Strategy

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About the Presenter

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- Publishing Smarter: President
- Content strategist, publishing technologies expert, author, and geek-enough
- Certified Technical Trainer
 - Content management
 - Topic-based writing
 - Structured content (e.g. DITA)
- Society for Technical Communications
 - Past President
 - STC Associate Fellow



10 Ways DITA Can Help Drive a Unified Strategy

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Drive the Strategy

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- From planning and creation to reviews and delivery
 - We're the experts in the room
 - Actually, we're the experts in the enterprise
- Structured content is the best way to strategically optimize your content
 - Separates content from format
 - ✦ Frees content from format, and from any tool or proprietary format
 - ✦ Allows intelligent reuse, multi-channel publishing, efficiencies in translation, and all sorts of enhancements when delivering to end users
 - Provides a mark up of content
 - ✦ Semantic elements and metadata
 - ✦ Lead to high levels of consistency and lower maintenance efforts
 - ✦ Ready for XML... 'behind-the-scenes' XML gives structured content all of its superpowers
 - ✦ In technical communication that means DITA



DITA

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- There was a time we could not do much when it came to
 - Strategizing with the rest of the enterprise
 - Pooling our tools, processes, and content
- We are seeing DITA adoption from many expected and unexpected divisions, from Training and Support to Academic Publishers, Aerospace, Logistics Operations, Manufacturing, Development, Medical Devices and Services, and Insurance



Why DITA

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- DITA is the accepted industry standard for creating structured content
 - Intuitive and friendly approach to guided authoring
 - Breaks content down into manageable, reusable, information-typed blocks
 - Authoring and reuse benefits far outweigh the initial investment and effort of transitioning
 - Separates content from format
- DITA is perfectly poised to bring a much-needed evolution to enterprise content making it easier to deliver
 - The right information
 - To the right people
 - At the right time
 - In the right format
 - Enabling the right decision



Enterprise-level Impact

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- A unified, DITA-driven, enterprise-wide approach to content can have a profound impact on the enterprise
- Content created by the enterprise must be treated as a valued and valuable corporate asset
- It's a win-win-win situation
 - More efficient for the enterprise
 - Easier for the content creators
 - End users reap the real benefits; what they need, when, where and how they need it



1. Content Reuse

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Reuse

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- Content reuse is the most obvious benefit
- You can reuse a small (or large) chunk of content or image wherever you need it without having to copy/paste
- DITA's reuse model versus the old copy/paste method is equivalent to the difference between attaching a document in an email and referencing documents stored on a server
 - Think about updating and maintaining those documents over time
 - There are distinct advantages to storing a document in a shared repository and having everyone access it in a collaborative manner



Reuse and DITA

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- DITA takes this idea further by storing content *outside* of the typical multi-page document and in small bits, called topics
- Anyone can assemble these topics in any order and in any combination
- This assembly can then be published to any format
- When a source topic is updated, it gets updated everywhere it is used



Enterprise-level Reuse

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- A good unified content strategy considers all the assets and all the possible ways they can be reused across the enterprise
- Marketing, training, support, and technical documentation all likely have significant overlap in the subjects they create content for, although the level of detail and the end user can differ
- DITA's flexibility can handle both the similarities and the changes



2. Translation (localization)

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Content vs Format

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- DITA separates content from format
- An author or translator doesn't have to manually format text
 - They use semantic tagging
 - Let publishing tools format
- Immediate and large savings when it comes to localization
 - Translators don't consider the look and feel of the content
 - They just translate the words



Translation and Reuse

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- Combine DITA's reuse: translators only translate content once no matter how many places you use it
- Cost and management of translation are reduced
- Savings in this area can be phenomenal—with careful planning and implementation



Translation and Graphics

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- SVG (Scalable Vector Graphic) images can ensure translating graphics is easy
- Provide a text layer distinct from the image layer
- No more re-creating the graphic with translated content
- Smarter, more efficient ways of dealing with content for translation introduces profound savings, multiplied by the number of languages translated to



Translation and a CCMS

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- A CCMS (+DITA) can help automate management of translated content
- Introduce more sophisticated translation mechanisms, such as automatic alerts when source language content has been updated
 - You know when translation is required
 - Can be an integrated delivery mechanism with the translation vendor
 - Translated packages can be delivered, translated, and re-integrated



3. Vendor Interchange and Tool Neutrality

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No One Owns DITA

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- DITA is an open standard
- Managed and maintained by OASIS committees made up of industry experts working as volunteers
- DITA is not a tool—it's a framework that can be used by anyone and any product that supports it



Vendor Neutral

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- DITA's position as a vendor-neutral standard means that you use the tools you need without risking vendor lock-in
- No proprietary formats
- There's an array of DITA tools for various parts of the content lifecycle
 - In general, quality DITA tools help you author, manage, review, and publish content
 - They do so without adding any proprietary code
- You can link tools together—use a suite of tools, passing the DITA XML from one to the other, to achieve the result that works best for your enterprise



4. Integrated Work Sharing

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Share the Work

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- Long documents become small, modular pieces
- Assemble at publish time
- Content ownership changes and one person is no longer directly controlling content throughout its lifecycle
- Introduce the modular writing of DITA
 - Dive into collaborative, workflow-controlled content creation
 - Share review processes broadly
 - Allows many individuals to contribute to a single “document,” while maintaining consistency
 - Add a good CCMS and authors have access to shared content and allow subject matter experts to contribute by creating content or providing reviews (or both!)



Review Content

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- Reviews on DITA content, enabled by a DITA CCMS
 - Real-time and collaborative
 - Comments and suggested changes occur on a centralized, shared view
 - One or more serial or concurrent reviewers
- Reviewers see each other's comments in real time
 - Supports interactive discussions
 - Allows them to track items accepted or rejected
- Connect content to workflow
 - Everything follows your desired processes
 - Nothing falls through the cracks
- Collaborative workflows solve quite a few business problems
 - Attach deadlines and due dates
 - Control access
 - Track history



Content Metrics

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- Having centralized control of the content lifecycle as a project lets you have visibility into the metrics around each step in that lifecycle
- Provides a deeper understanding of the cost and effort the enterprise puts into creating and approving content



5. Content as a Business Asset

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The Information Age

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- Content was once an after-thought
 - Considered to add no revenue to the enterprise
 - Seen as a cost center
- Today there is enterprise-level awareness of value of content
 - Part of the product and of the customer's journey
 - Helps to generate new revenue
 - Benefits extend to all content created by the enterprise
- Content has inherent value like any product or service
- Managing enterprise content in an efficient and consistent way benefits both internal and external users



Content as a Consistent Asset

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- Templates, consistency, tools, storage, retrieval, and quality become the driving force behind creating quality
- Infrastructure and tool enhancements are introduced enterprise-wide
- Content can be created, maintained, and delivered efficiently and effectively
- Enterprises that treat content as an asset
 - Break down silos
 - Enable content sharing



Leveraging Content

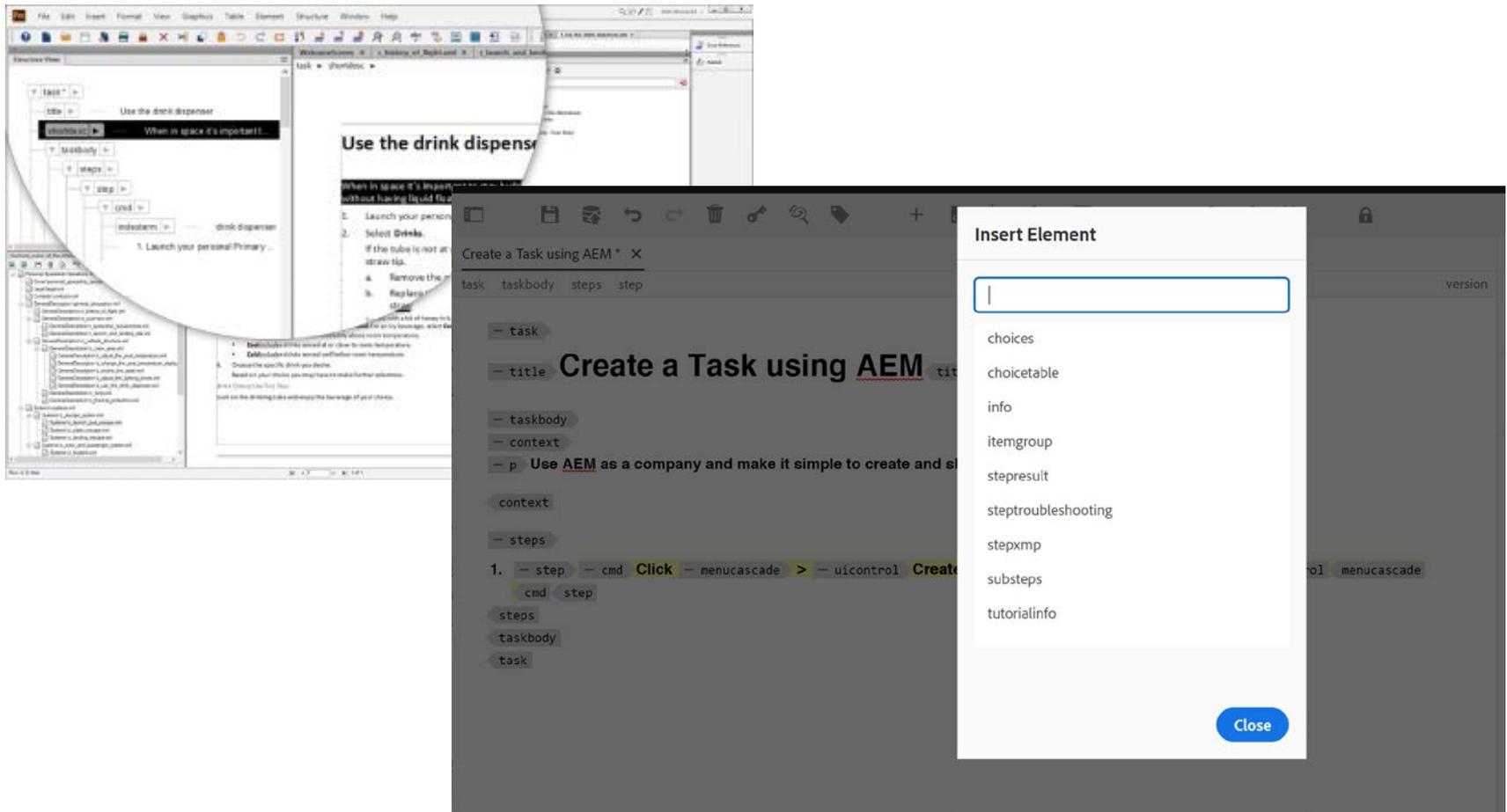
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- Common cross-overs include
 - Marketing
 - Training
 - Support
 - Technical Documentation
- Other departments now adopt more sophisticated content management
 - Operations
 - Legal
 - Business Processes
 - Finance
 - Sales
- They can be writing in DITA and not even know it—they just know that it's now easier to create, share, find, review, and publish content



6. Templates and Tools for Authoring

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Create Within Limits

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- As tools that allow creating DITA content improve, an assisted authoring environment is possible
- DITA provides an infrastructure for creating topics but no formal rules on how to
 - Write in those topics
 - Consistently use elements
- Tools provide structure which guides authors to write
 - Clearly
 - Consistently
 - Based on the topic type



Demo

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The screenshot displays a software interface with several components:

- Experience Manager:** A sidebar on the left with categories like Communities, Commerce, Personalization, Screens, Forms, Assets, Experience Fragments, Sites, Projects, and Tools.
- Document Considerations:** A list of document types including Document considerations, Business value, Written quality, and Technical quality.
- Document Viewer:** A central window showing a document titled "Choose Coverage Level" with the following content:

Choose Coverage Level

Coverage determines who will receive benefits.

AUTHOR: MARGIE

PREREQUISITE:

Ensure a Plan is chosen.

 - Compare **Coverage Level** options.

FOR EXAMPLE: Families or individuals will have dif

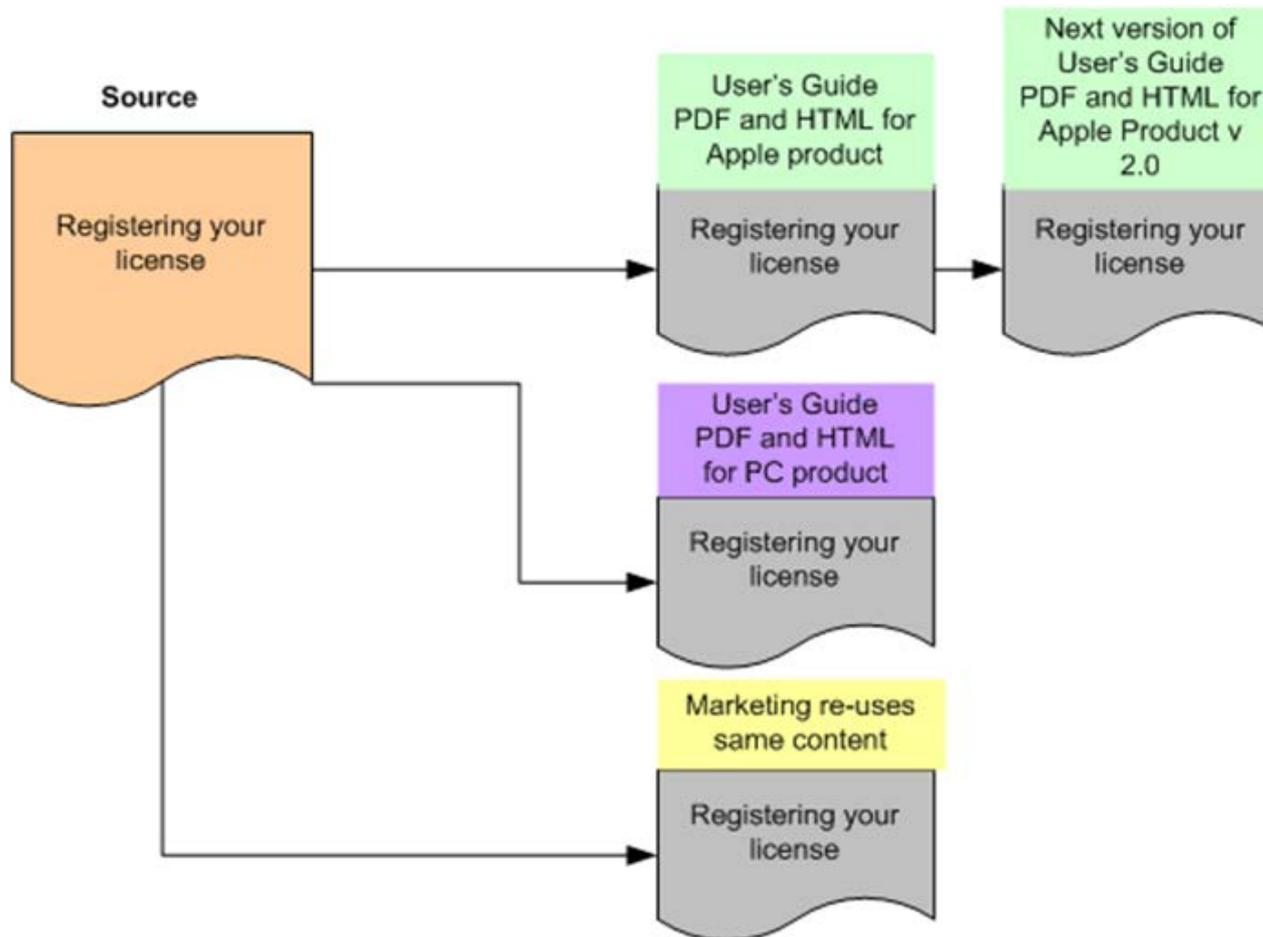
 - Select your Coverage Level.
 - Add the Coverage Level to the cart.

Family Coverage

This is a level of coverage that provides financial support for children under the age of 25 who still live at home.
- Structure View:** A tree view on the right showing the document's structure, including elements like task, taskbody, and steps.
- Repository Manager:** A window at the bottom left showing a file tree with folders like content, dam, catalogs, and formsanddocuments.
- Elements Panel:** A list of XML elements and their attributes, such as <TEXT>, abbreviated-form, and apiname.

7. Manage Content Releases

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DITA-optimized CCMS

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- Introduce managed content releases into content lifecycle
- Automate and control the release of content to end users
- Publishing occurs after content is approved
- Audit trail of content changes is automated
 - satisfies governance requirements for more controlled industries
- Track and recreate any publication, complete with who made changes (and when and why each change was made) down to the sentence level



8. Multi-channel Publishing

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The Right Format

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- End users need content in many formats
- They want to access it from the device of their choice
- The more accessible content is, the better the experience
- DITA can publish to many formats from one source
- Use the right tool(s) to
 - Publish to all the formats your end users need
 - Avoid duplicating content
 - Simplify creation and management
- Layout and design of each published deliverable is automatic, enforcing consistency and branding



9. Conditional Publishing

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Petroleum Industry

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- Structure**
 - Upstream
 - Midstream
- Country**
 - US
 - Canada
 - India

The petroleum industry

The petroleum industry, also known as the oil industry or the oil patch, includes the global processes of exploration, extraction, refining, transporting (often by oil tankers and pipelines), and marketing of petroleum products. The largest volume products of the industry are fuel oil and gasoline (petrol). Petroleum (oil) is also the raw material for many chemical products, including pharmaceuticals, solvents, fertilizers, pesticides, synthetic fragrances, and plastics. The industry is usually divided into three major components: upstream, midstream, and downstream.

Petroleum is vital to many industries, and is necessary for the maintenance of industrial civilization in its current configuration, making it a critical concern for many nations.





Customize Content

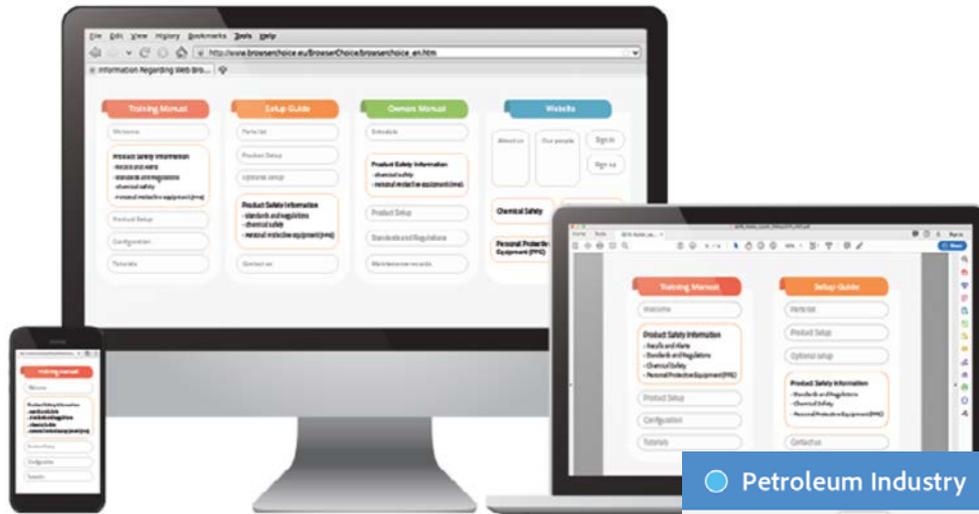
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- Customize information automatically
- Attributes like @product, @platform, and @audience allow content customization
- Authors write a complete set of content once (and maintain it in just one place) but create deliverables are tailored to a specific need on the fly
- For example, a team writing Policies and Procedures
 - May have details that only apply to some roles or divisions
 - Doesn't create separate, mostly duplicated content for each role
 - Creates all the content, just once, then filters out the right details for the right people



10. User Experience of Content

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Petroleum Industry



Structure

- Upstream
- Midstream

Country

- US
- Canada
- India

The petroleum industry

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Design for the Journey

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- UX is a growing area of interest about understanding and designing for the consumption of content
- End users undertake a journey when making a business decision; this typically involves
 1. Problem Recognition
 2. Information Search ✦
 3. Evaluation and Selection of Alternatives ✦
 4. Purchase Decision
 5. Post-Purchase Evaluation ✦
 - ✦ *Your content plays an important role here*
- Even if content creation spans different departments in the enterprise, for the end users, it is all just your content



Consistent Journey

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- **Consistency** of the customer journey is the driving force
 - **Messaging:** No more information discrepancies; describe products and features in a similar way, with differing levels of details and goals. This should be in one voice across the enterprise.
 - **Voice:** Everyone hears the same message, from the same source, no matter where they are listening. Everything your company creates and delivers is consistent, on-brand and focused on the client.
 - **Branding:** Your branding, from logos to font choice, is automatically applied throughout, ensuring a consistent brand no matter what part of the customer journey they have reached.



Conclusion

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- DITA's strengths are focused on flexibility and extensibility
 - Create the content you need regardless of the type of content or who your end users are
 - Content management is better, faster, and more effective when backed by a well-planned unified content strategy, which can save enterprises millions of dollars
 - Resources can develop, build, plan, and innovate freely because the content lifecycle is now automated, transparent, and well-managed
- Although DITA's adoption began with technical communicators, it's now primed and ready for a wider adoption by all content creators in an enterprise



Next Steps

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- Consider exploring how Adobe and DITA work
- Tools like AEM and FrameMaker work in harmony
- Create, edit, manage, and publish all your content for a unified content strategy using tools in a unified communications suite

<http://www.dita-world.com>

www.publishingsmarter.com



Download the Whitepaper

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- https://offers.adobe.com/en/na/marketing/landings/xml_documentation_for_aem_whitepaper_10_ways_dita_can_help_drive_a_unified_content_strategy.html
- <https://bit.ly/2n0j6vA>
- Or scan the QR code with your camera
- www.slideshare.net/PublishingSmarter



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