

It's all about the content!

Glenn Emerson





# Premises

- Content is a business asset
  - Product / Service-offering knowledge
  - Marketing communications
  - Business processes
  - Customer and market profiles
- Content has structure
- Those structures can have properties which can enable automation of tasks



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# DITA's flexibility

- DITA is topical, and allows for structuring information according to type
- DITA has been successfully used in:
  - Business process documentation
  - Marketing literature
  - Learning and eLearning
  - Technical documentation



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# Metadata types in DITA

- Dublin Core & xNAL
  - Who wrote it
  - From what sources
- Product Lifecycle
  - What it's about
- User-centric
  - Who it supports
  - Doing what
- Development History
  - draft-comment
  - revision dates
- Output Filtering
  - DITAVAL
  - Semantic content models

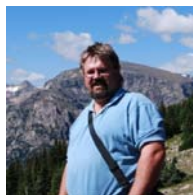


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# Business pressures

- Produce content faster with same or fewer resources
- Single source it
- Lower barriers to creation of content by non-writers
- Market globally with minimal translation cost



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# No time for

- Manually gathering content metrics
  - Overlooked factor in content management implementations
- Applying and monitoring metadata
- Thorough editing to apply markup
- Organizing repositories
- Classifying and sorting content

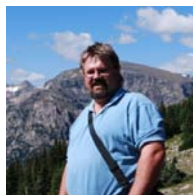


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# Intelligent content management

- Automation of menial project management tasks
- Free resources to make content more:
  - “Findable”
  - Accurate
  - Consistent
  - Timely
  - In a word, Intelligent



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# Examples

- Automating the planning process for content development
- Automating project management functions
- Automating reuse by active rather than passive search
- Using semantics and minimalism to increase reusability



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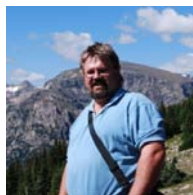
Example 1

# **CONTENT PROJECT SCOPING**



# Manual project scoping

- Find all units of content affected by proposed change
- Manual process of searching through repositories and skimming topics, or reading through documents and flagging pages
- Process is repeated for each revision to budget and market plans



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# Automated Project Scoping

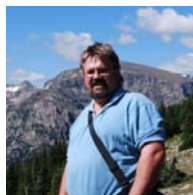
The screenshot displays a software interface with two main panes. The left pane shows a rendered document page with the following content:

**Operation**

The RIS sensors detect page edges during a

AUTHOR: GLENN EMERSON  
PRODUCT NAME: DISGRONTIFICATION UNIT  
VERSION/RELEASE/MODIFICATION: 1.0/ECAT/A  
COMPONENT: RIS SENSORS  
PROGRAM NUMBER: RIS0024  
FEATURE NUMBER: BIAABCD1234

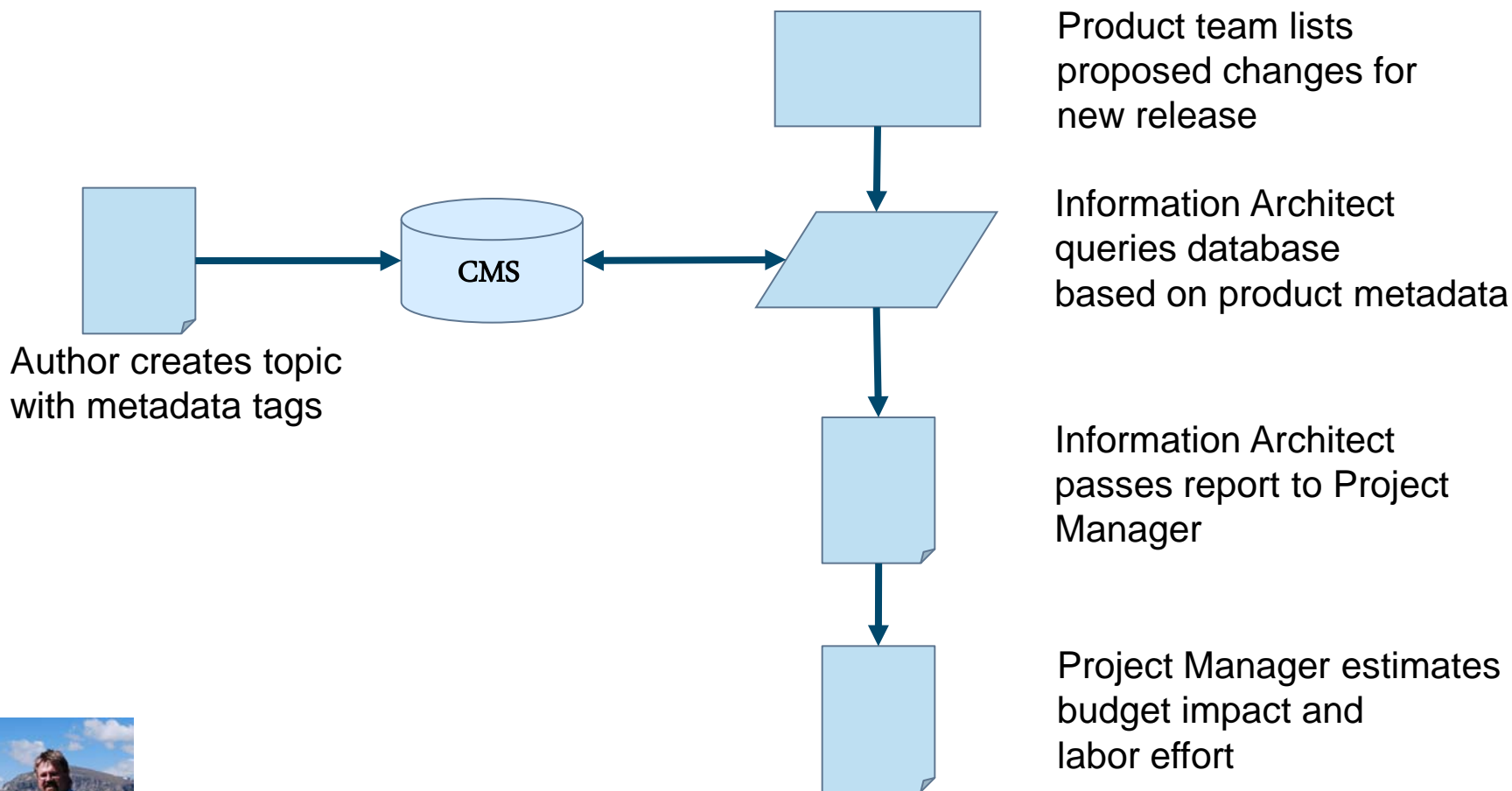
The right pane, titled "Structure View", shows a hierarchical tree diagram of the document's metadata. The root node is "prolog", which contains "author" (Glenn Emerson) and "type" (= creator). Below "prolog" is "metadata", which contains "prodinfo". "prodinfo" contains "proname" (Disgrontification Unit), "vrmlist" (containing "vrm"), and "version" (= 1.0), "release" (= ECAT), and "modification" (= A). Below "prodinfo" are "component" (RIS Sensors), "prognum" (RIS0024), and "featnum" (BIAabcd1234). The status bar at the bottom indicates "Doc: source.dita Flow: A" and "100% z Z".



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# Project scoping workflow



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Example 2

# **TIME AND BUDGET TRACKING**



# Time tracking

- Every project-based business needs labor factors for project scoping and bidding
- Guesstimating labor factors for budget and project planning is time consuming and imprecise
- Tracking time against specific units of content allows more precise formulation of planning factors

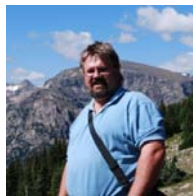


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# Automating content time tracking

- Using component-level DITA maps, groups of content units can be assigned to individual contributors
- Scanning the maps with an XML-aware database can quickly populate a time sheet for each contributor
- Contributor enters time for each topic worked and a labor code

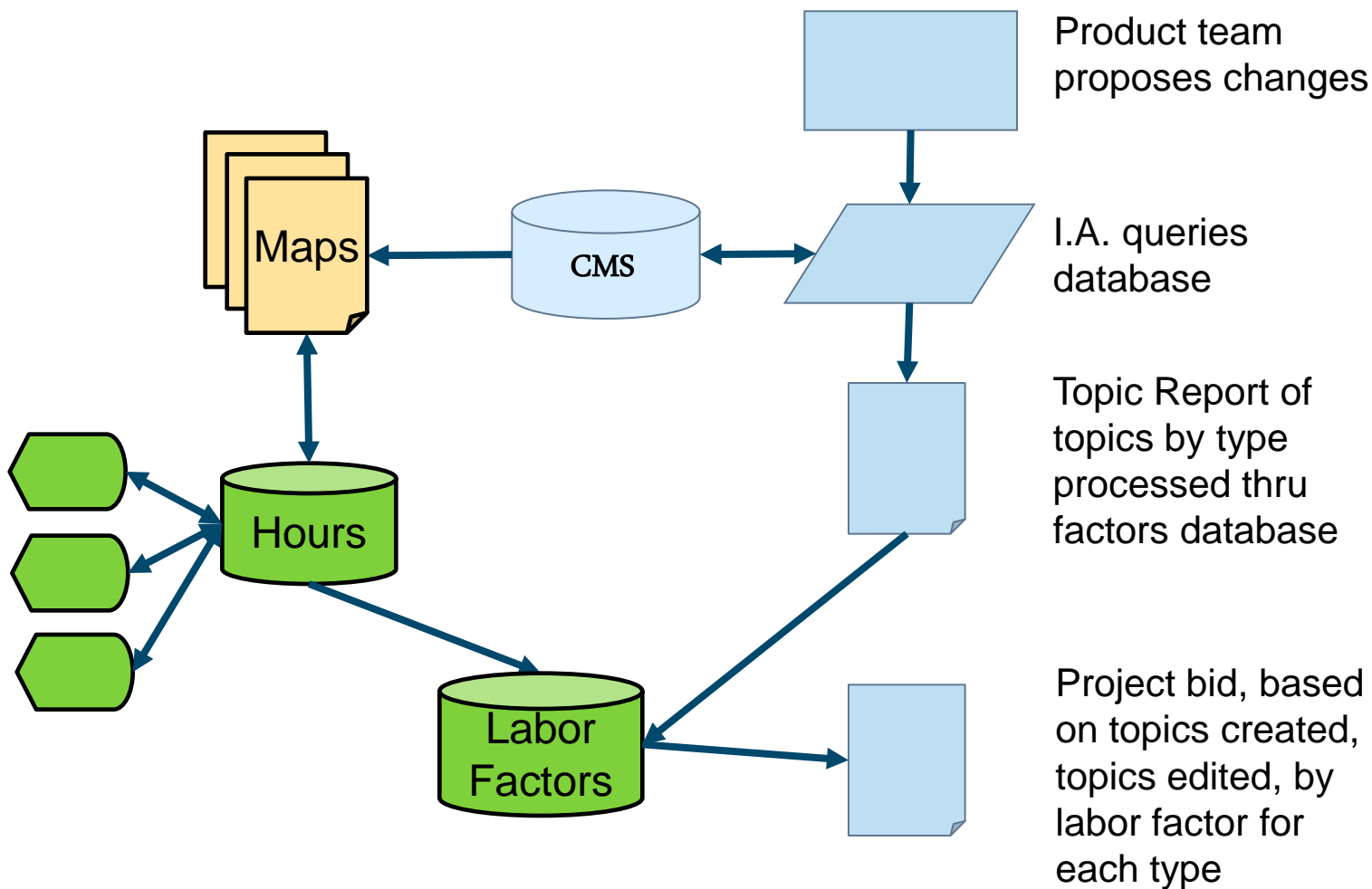


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# Time tracking workflow

Authors enter time per topic per type



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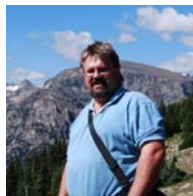
Example 3

# **ACTIVE (PUSH) REUSE**



# Passive reuse

- In large collection of content, topics difficult to find
- Content developers need to know content exists to search for it
- Keyword searching problematic

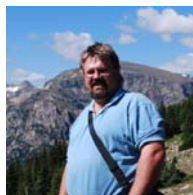


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# Pushing content with metadata

- Use metadata to classify and characterize content
- Automatic background search based on metadata pattern to find similar sources



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# Holly on a Harley



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# Harley operator's manual

Table 16. Changing Gear Speeds

GEAR CHANGE	SPEED
<b>Acceleration (Upshift)</b>	
First to second	15 mph (25 km/h)
Second to third	25 mph (40 km/h)
Third to fourth	35 mph (55 km/h)
Fourth to fifth	45 mph (70 km/h)
<b>Deceleration (Downshift)</b>	
Fifth to fourth	40 mph (65 km/h)
Fourth to third	30 mph (50 km/h)
Third to second	20 mph (30 km/h)
Second to first	10 mph (15 km/h)

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### XR1200 XR1200™

[Compare Bikes ▶](#)



### XL1200L 1200 Low

[Compare Bikes ▶](#)

## POWERTRAIN

<b>Engine</b> <sup>3</sup>	Air-cooled, Evolution®	Air-cooled, Evolution®	Air-cooled, Evolution®
<b>Displacement</b>	73.4 cu. in.	73.4 cu. in.	73.3 cu. in.
<b>Bore</b>	3.5 in.	3.5 in.	3.5 in.
<b>Stroke</b>	3.812	3.812	3.812
<b>Engine Torque</b>	11349	11349	11349
<b>Engine Torque</b> <sup>4</sup>	79 ft. lbs.	73.91 ft. lbs.	79 ft. lbs.
<b>Engine Torque</b> <sup>4</sup>	4000 rpm	4000 rpm	4000 rpm
<b>Fuel System</b> <sup>5</sup>	Electronic Sequential Port Fuel Injection (ESPFI)	Electronic Sequential Port Fuel Injection (ESPFI)	Electronic Sequential Port Fuel Injection (ESPFI)
<b>Compression Ratio</b>	9.7:1	10.0:1	9.7:1
<b>Gear Ratio (overall)</b>			
1st	9.315	10.782	9.315
2nd	6.653	7.702	6.653
3rd	4.948	5.728	4.948
4th	4.102	4.748	4.102
5th	3.517	4.071	3.517
6th	N/A	N/A	N/A

## WHEELS/TIRES



# Using PLM metadata...

- 1<sup>st</sup> and 3<sup>rd</sup> models have same torque and gear ratios
- With <proinfo> metadata, the shift pattern topics can be matched to specific models
- When creating a new topic, if topic is first characterized by the model and components it applies to, CM system can push appropriate shift pattern topic



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Example 4

# **SEMANTICS & REUSABILITY**



# Minimalism & semantic tags

Unstructured source: three topics, many common steps, each slightly different

<p>1. Within the Device Settings screen, select the following options for the job:</p> <p>a. The job's Type. For this exercise we are using...</p>	<p>1. Within the Device Settings screen:</p> <p>a. Select the job's Type. For this example we are using...</p>	<p>1. Within the Device Settings screen, select the following options for the job:</p> <p>a. The job's Type. For this exercise we are using...</p>
--	--	--



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# Reuse limited...

## Unstructured numbered paragraph

1. When you are finished changing the settings, press Close to save your Device Settings. The Device Settings window closes. To exit without saving your changes, press Cancel.



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# Apply DITA semantics & minimalist writing

```
<step>
```

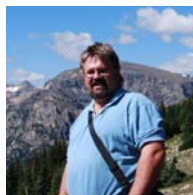
```
<cmd>Press <uicontrol>Close</uicontrol>.</cmd>
```

```
<stepresult>Your device settings are saved. The  
  <wintitle>Device Settings</wintitle> window closes.  
</stepresult>
```

```
<tutorialinfo>To exit without saving your changes, press  
  Cancel.  
</tutorialinfo>
```

```
</step>
```

- Generic `<cmd>` separated from unique result
- Word count reduced

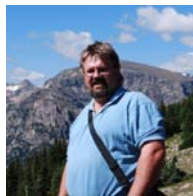


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# Reuse

- Each topic has common and unique content
- Reusing common content further reduces word count
  - Separate common and unique content
  - Place common content in a source file
  - Mash-up (using conref) common content with unique content in each topic



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# The ROCI...

Topic Title	Original Word Count	Reduced Word Count	Difference	Percentage
Device Settings example 1	752	288	464	61.70%
Device Settings example 2	748	267	481	64.30%
Device Settings example 3	788	297	491	62.31%

**Translation savings:** avg. \$115 to \$173 per topic per language @ 24 to 36 cents per word, for FIGS = \$460 minimum savings per topic



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# Questions?

# Thank You!



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