

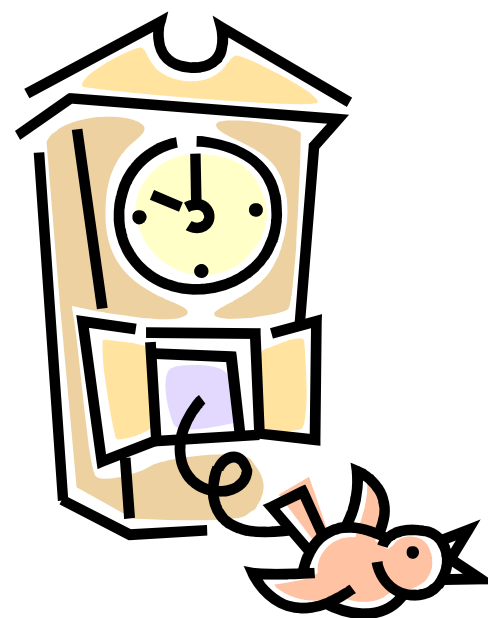
# Data Merge and Automation with DITA

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Comtech Services, Inc.  
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# Merging data & DITA

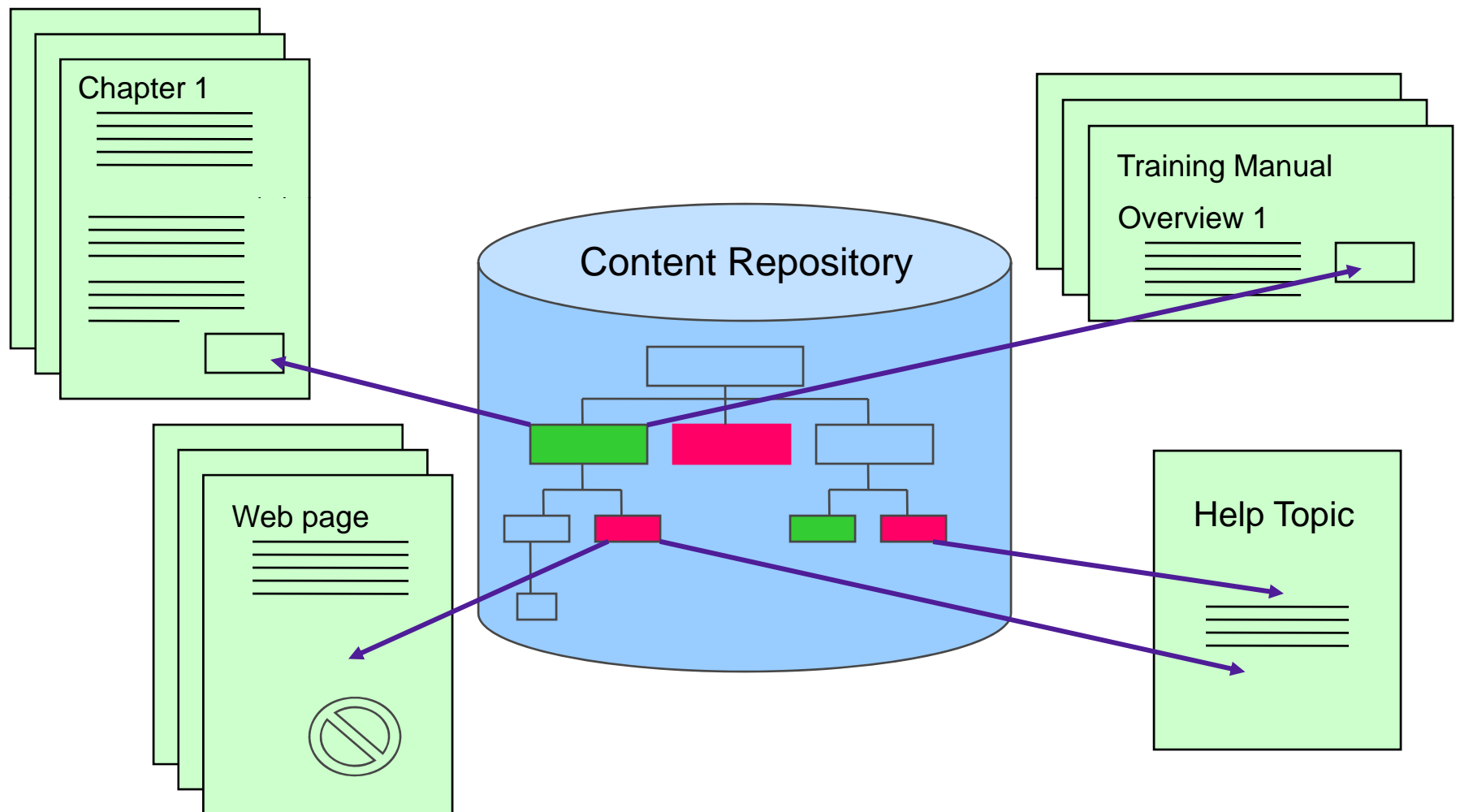
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- Current utilizations of DITA
- New opportunities
  - Pre-sales
  - Commerce
- Challenges of merging data and DITA
- Solutions



# Current utilizations of DITA

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# Current utilizations of DITA

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- 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

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- 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

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

# Challenges

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- Streamline **process** for adding and maintaining data
- Standardize the **data model**
- **Transform** data and **merge** it automatically with DITA content

# Data and information storage

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- Traditional relational database data storage

vs.

- Technical documentation content management

# Data management

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## Data fields



**Processing**

## Output

**Market trend  
analysis**

**Price reports**

**Technical specs**

# Component content management

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## Topic pool



Processing

## Multiple media

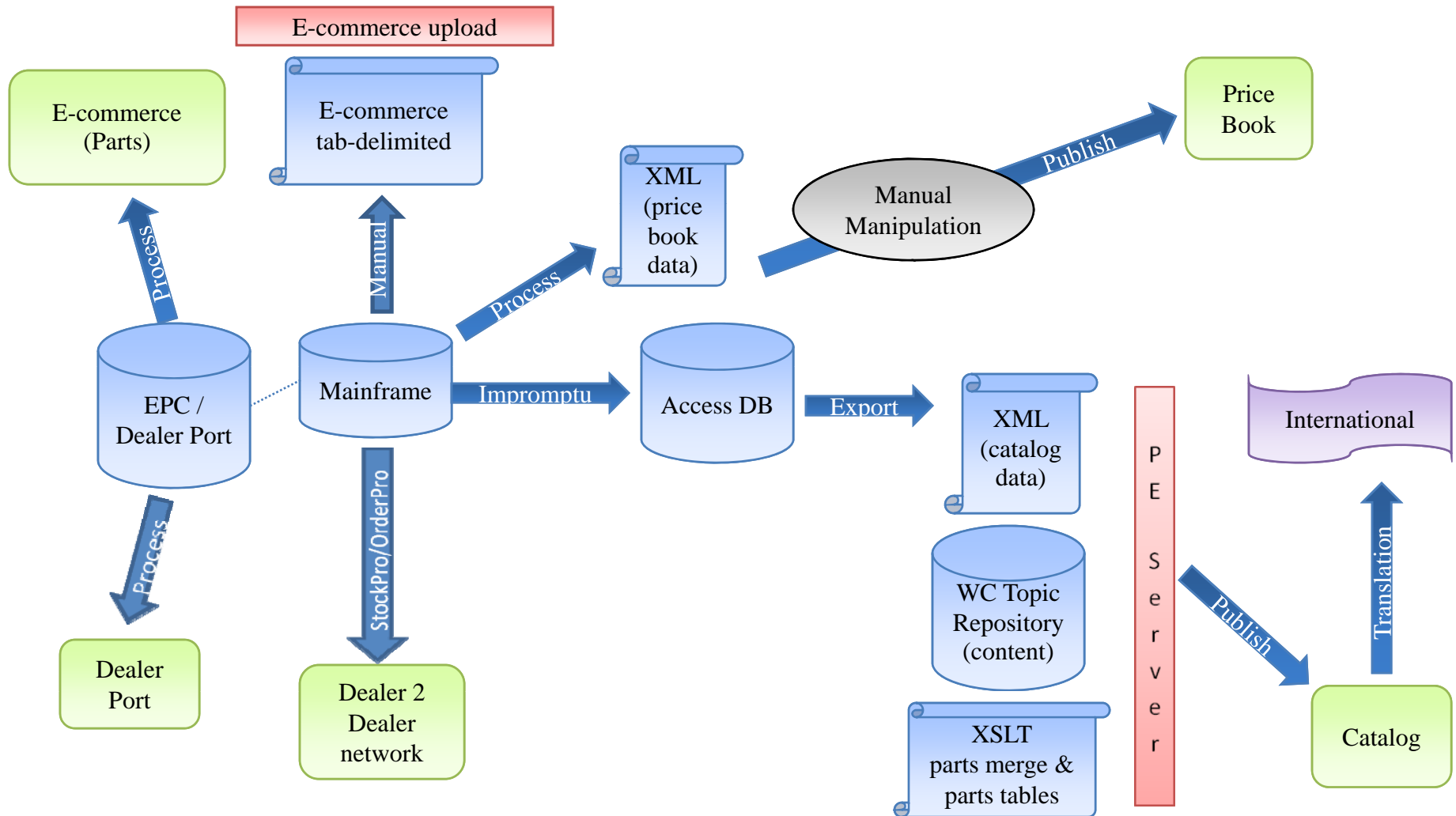
Print books

HTML

HTMLHelp

PDF

# Current work flow



# Solutions

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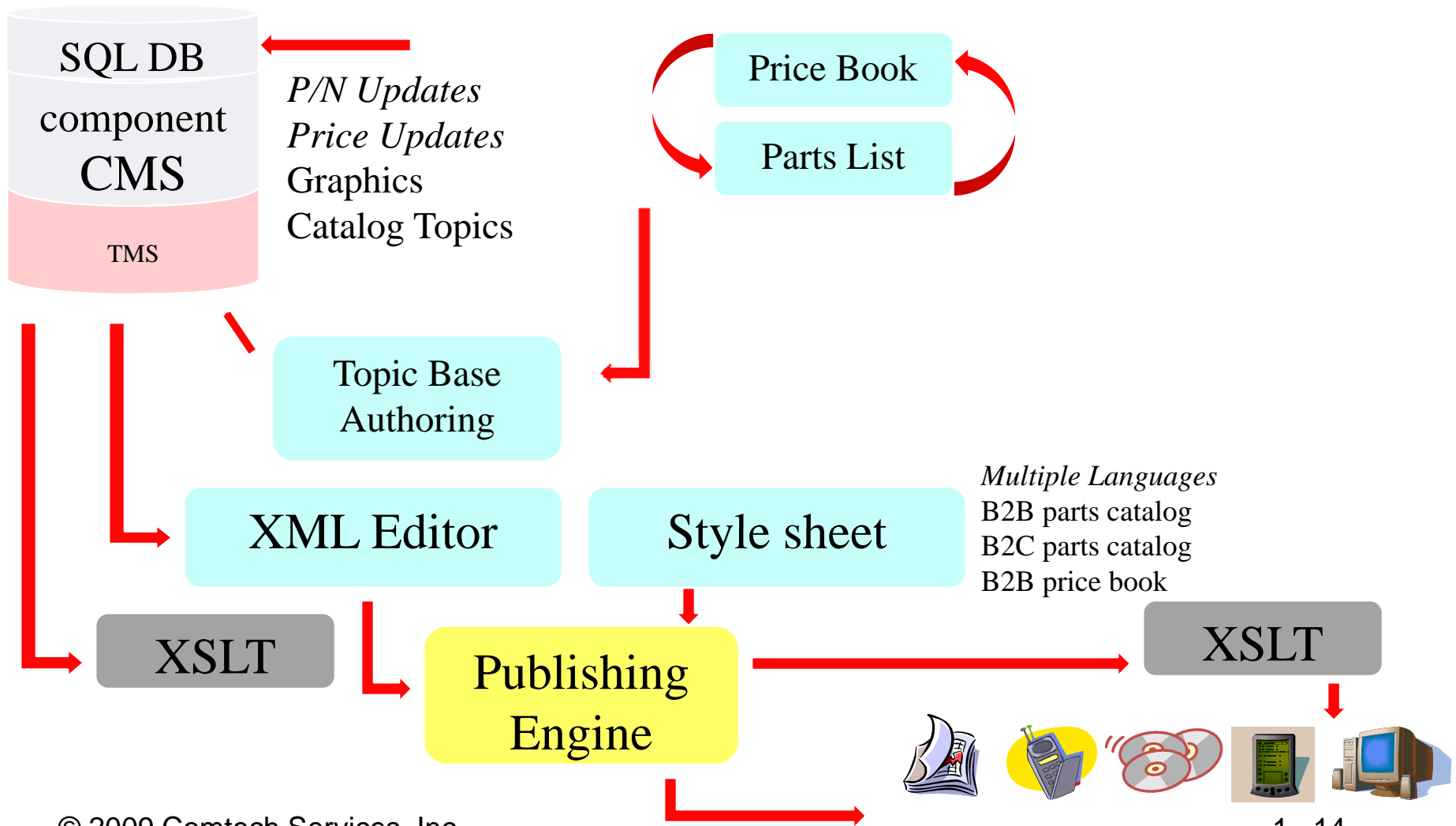
- Understand and single source data for catalog and pricing outputs
- Design metadata strategy for multiple outputs, dealers, and languages
- Single source information for internal and external websites

# Solutions

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

# Proposed work flow



# Parts catalog

## Oil and Engine Care—Engine Oil

P/N	Description	Pack Qty	Case Weight	Qty Full Pallet	Price	
775597	Evinrude/Johnson 4-Stroke, Quart	12	24#	840		DN3H57

### 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-MCC 153-E, API service SE-SF-SG-CC-CD
- Acceptable for any diesel engine which requires a 30 weight oil.



P/N 775596

P/N	Description	Pack Qty	Price	
174828	Cobra Four Cycle 55, Gallon	1		DN475E99
775595	Cobra Four Cycle, Quart	12		DN3E13
775596	Cobra Four Cycle, Gallon	6		DN10E87

### 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).



P/N 508377

P/N	Description	Pack Qty	Price	
508377	Flexible Pour Spout	24		DN1H35

# DITA catalog topic

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```
<topic id="Cobra4CycleMotorOil"
xmlns:ditaarch="http://dita.oasis-
open.org/architecture/2005/">
<title>XD 100</title>
```

```
<shortdesc>The synthetic formula oil provides
uncompromised lubrication and superior performance – even
in extreme conditions
– especially cold temperatures down to 0°F (-
17°C).</shortdesc>
```

```
<body>
```

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

# DITA catalog topic

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```
<table audience="XD100" importance="urgent" otherprops=""  
outputclass="Oil and Engine Care" platform="Engine Oil"  
product="Cobra4Cycle">  
<tgroup cols="7"><colspec colname="col1"/>  
<colspec colname="col7"/>  
<tbody>  
<row>  
<entry>764357</entry>  
<entry>Evinrude/Johnson XD100™, Gallon</entry>  
</row>  
</tbody>  
</tgroup>  
</table>
```

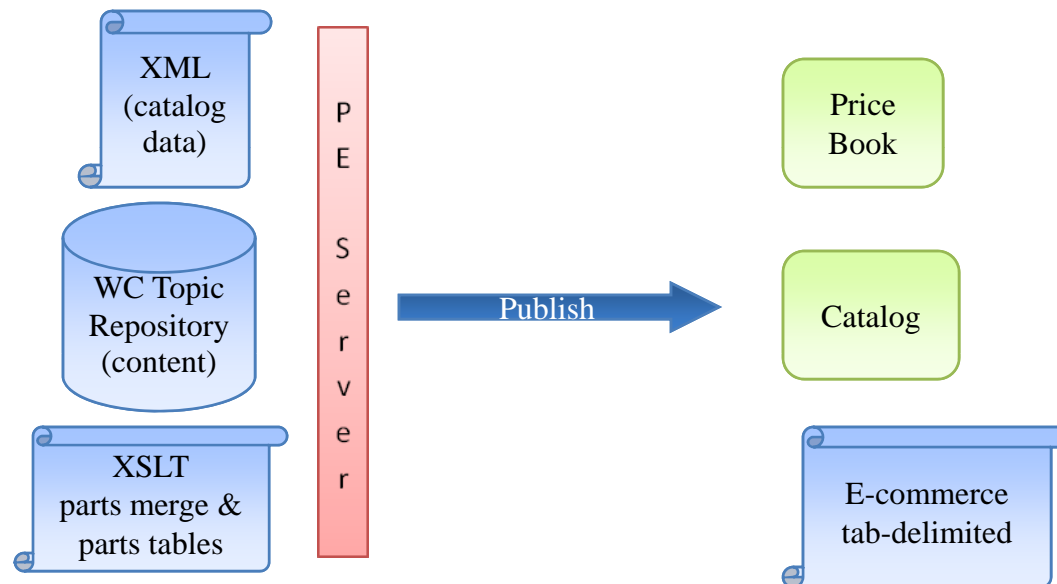
# XML database

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```
<PY09_x0020_Catalog_x0020_parts>  
<Part_x0020_Number>764887</Part_x0020_Number>  
<Selling_x0020_Suffix>DS00</Selling_x0020_Suffix>  
<Mainframe_x0020_desc>PATCH,100TH  
ANNVSY</Mainframe_x0020_desc>  
<Catalog_x0020_Description>100th Anniversary  
Patch</Catalog_x0020_Description>  
<Dlr_x0020_Pkg>1</Dlr_x0020_Pkg>  
<Product_x0020_code>28</Product_x0020_code>
```

# Publishing pipeline

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



# Data merge obstacles

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- 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?

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- 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 ...

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- Questions?
- Hal Trent
  - hal@comtech-serv.com
- Comtech ([www.comtech-serv.com](http://www.comtech-serv.com))
  - Minimalism, Content Management Strategies, User and Task Analysis, Structured Writing, DITA Boot Camp, and DITA for writers