

Content Management Strategies 2006

Components of a professional CMS implementation

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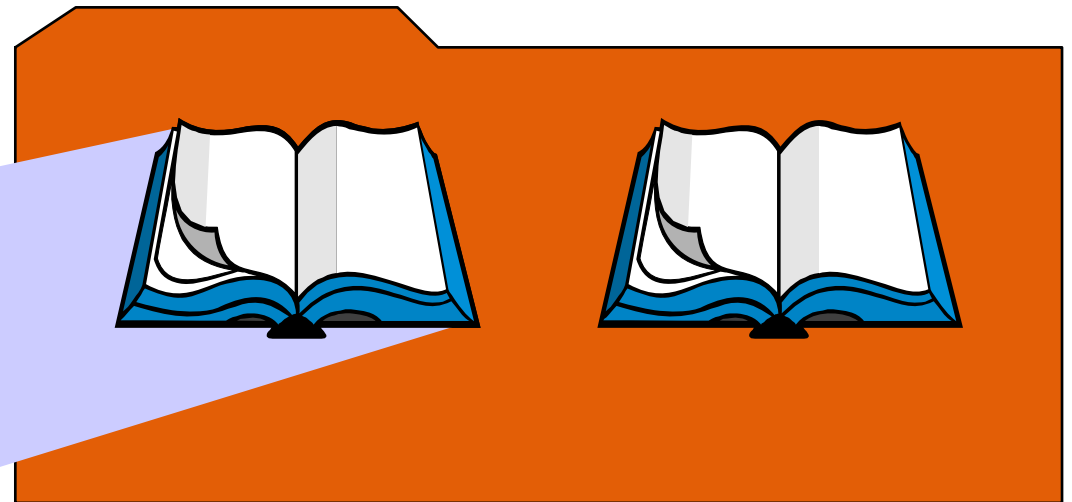
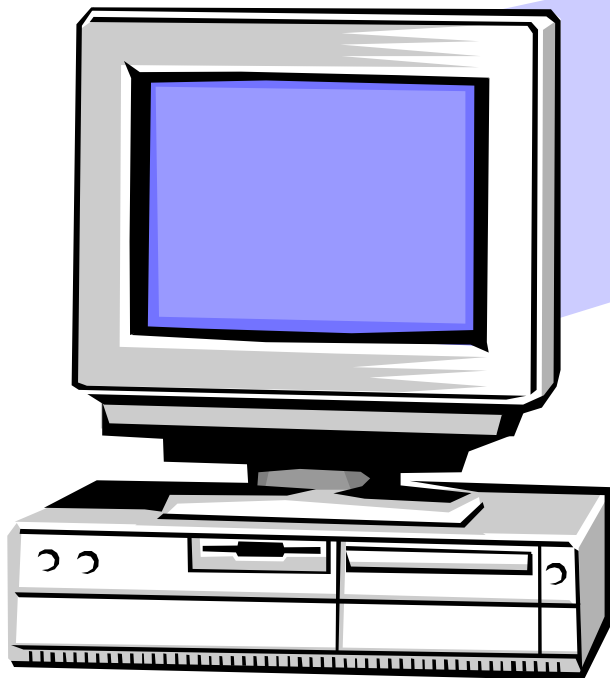




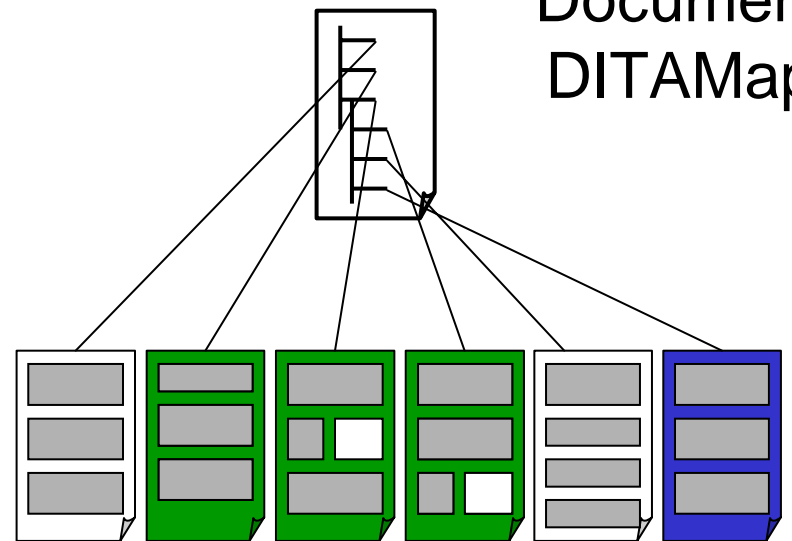
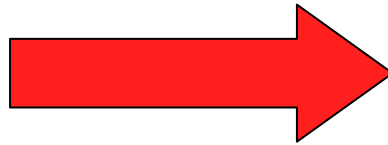
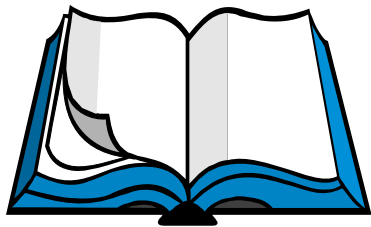
Goals of this presentation

- How will a XML- and topic-based CMS unleash the full power of your content management needs?
- Why not use an inadequate file system or document management system, “fixed” by IT?

The old monolithic document paradigm



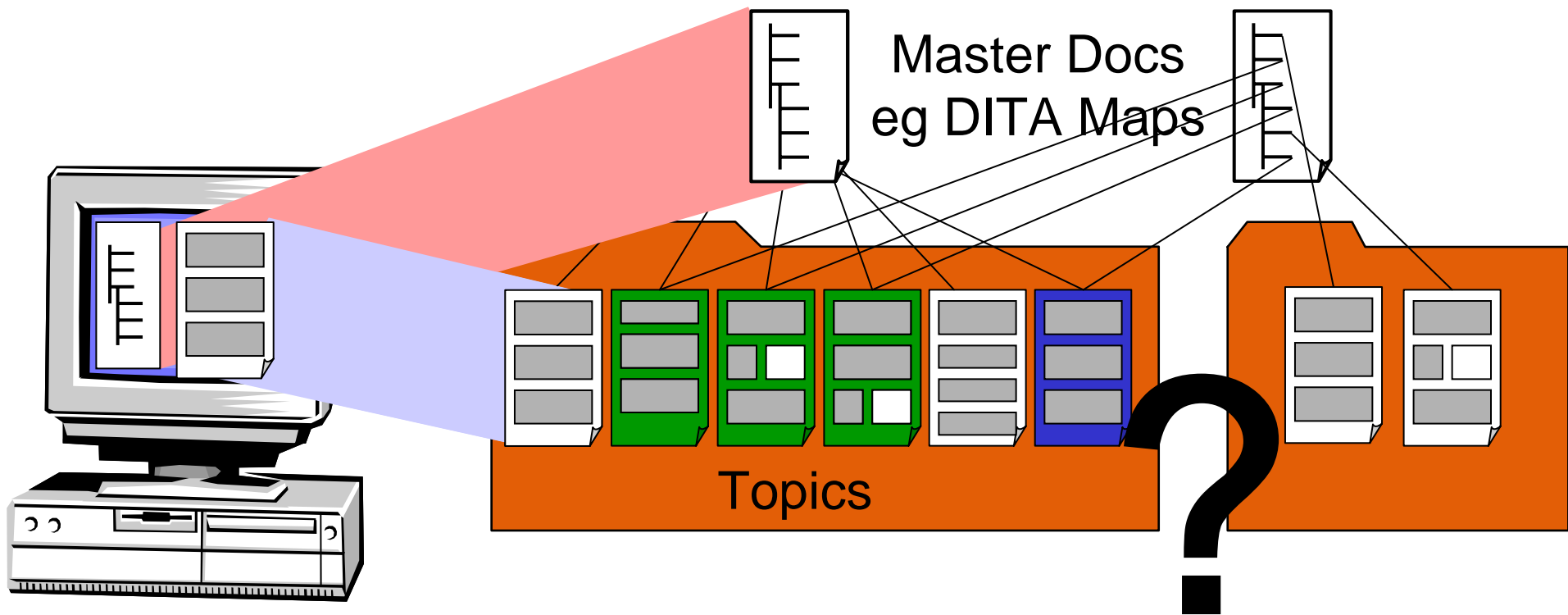
XML and topic-based authoring helps to move from monolithic documents to more accessible information resources



Websites
TOCs
Master Documents
DITAMaps

Topics

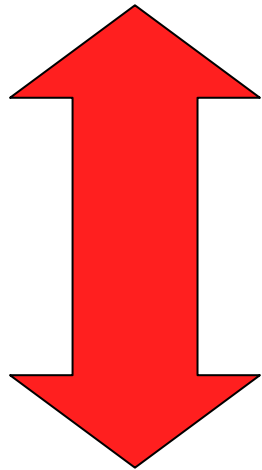
The new topic paradigm



Do I need a CMS?

Do I really need a CMS?

- Basic requirements
 - Replace the file system with a repository



- Requirements to unleash the full power of XML and topic-based authoring
 - Support for all business processes

Basic requirements

- Support XML, topics, and conditional text
- Replace File System with CMS
 - Support the version control of the CMS
 - Support for Metadata (in & outside the topics)
Support for list of values
 - Better classification, navigation, and search capabilities
 - Support the translation management

Basic requirements

- Impact on all types of cross-referencing
- Examples – topicref, xref, conref, href...
 - On the file system, there is no version information or language information about topics, maps...
 - On the file system, you cannot link to small elements within larger documents without restructuring
 - Advice: keep version information and language information out of the links!



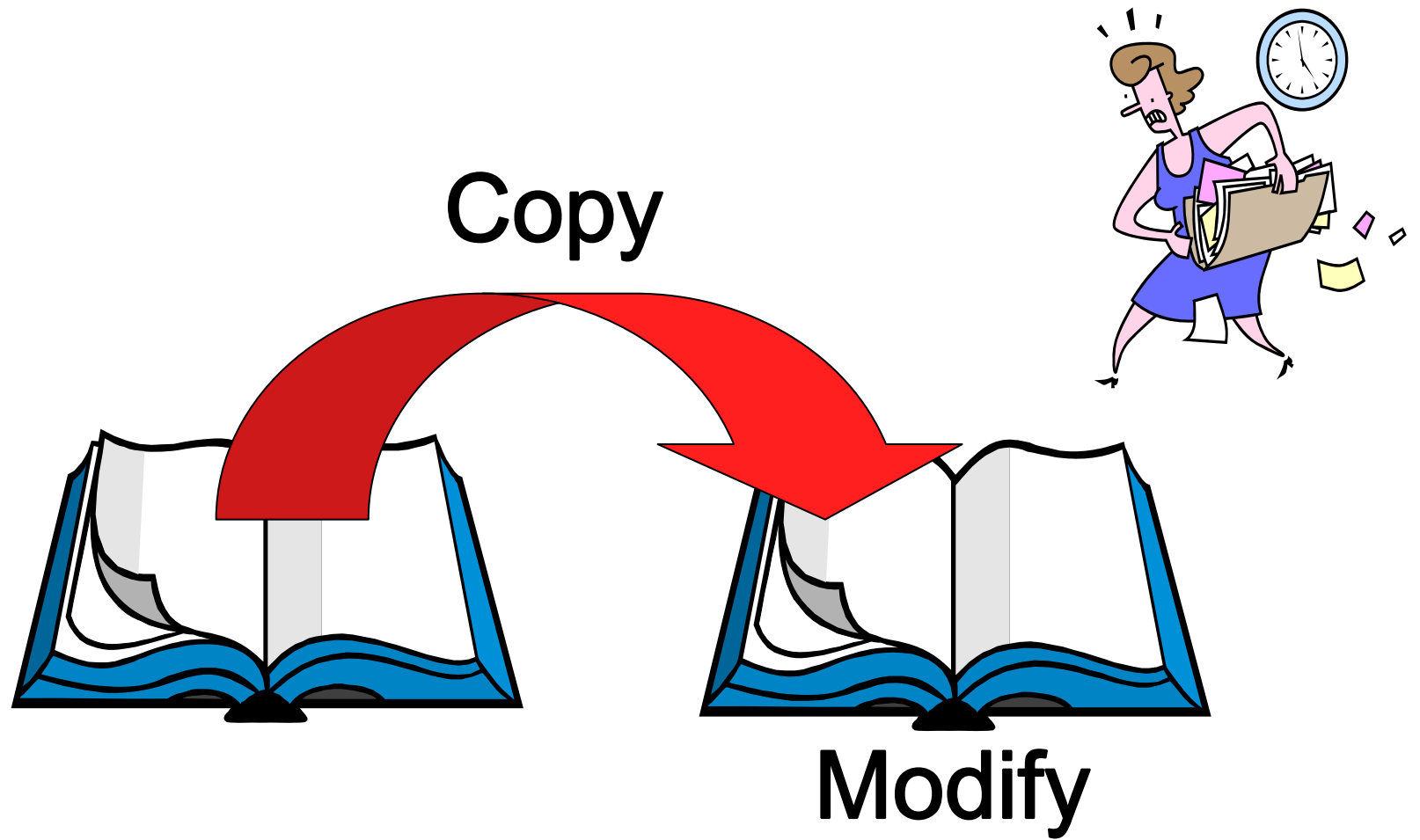
Unleash the full power of topics

Support for all Business processes

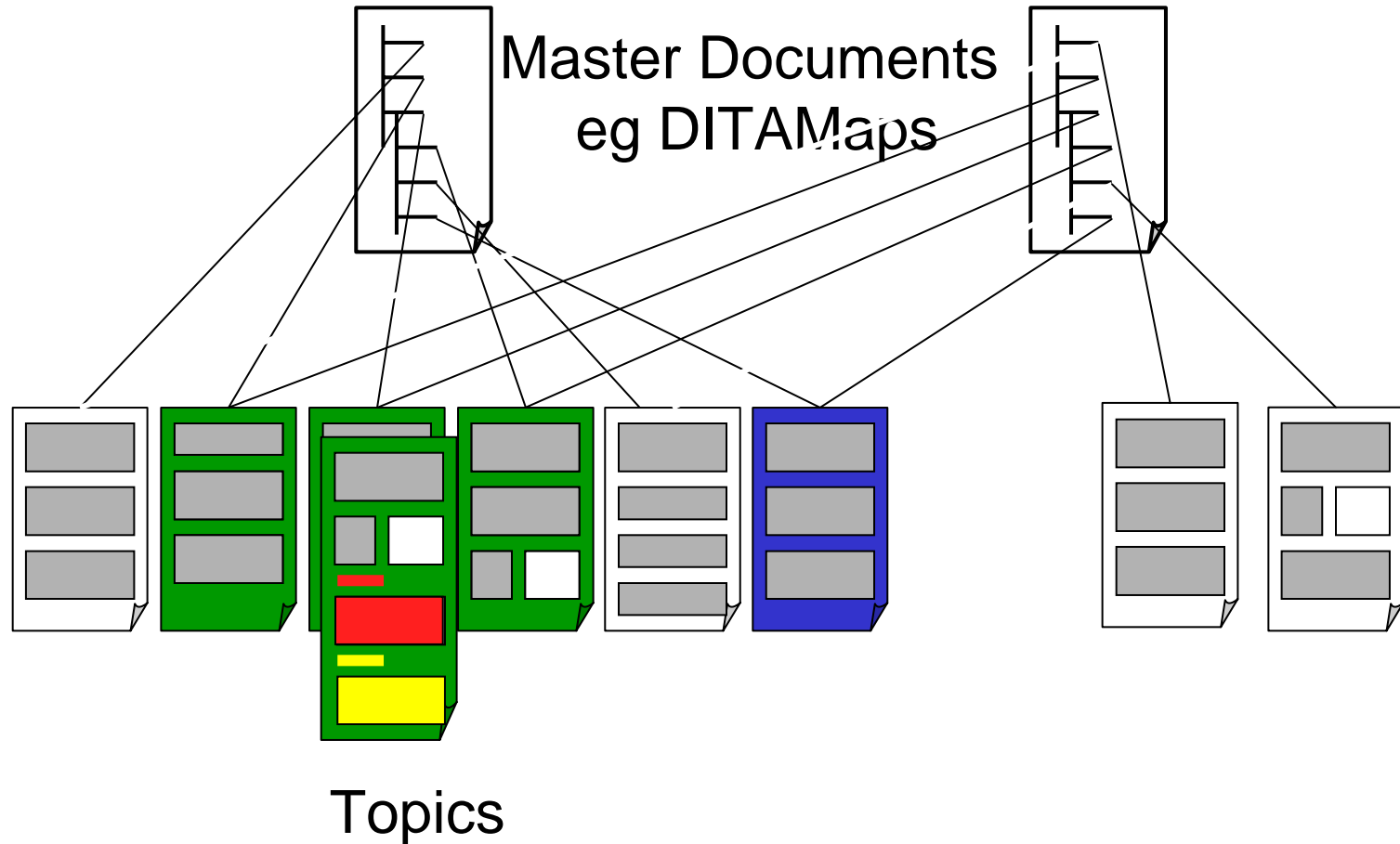
- Plan and reuse
- Write / Modify
- Collaborate (workflow)
- Review, annotate, correct, approve
- Translate
- Manage the publication project
- Manage the publication context (ditaval)
- Publish to multiple media and multiple output formats

Plan & reuse

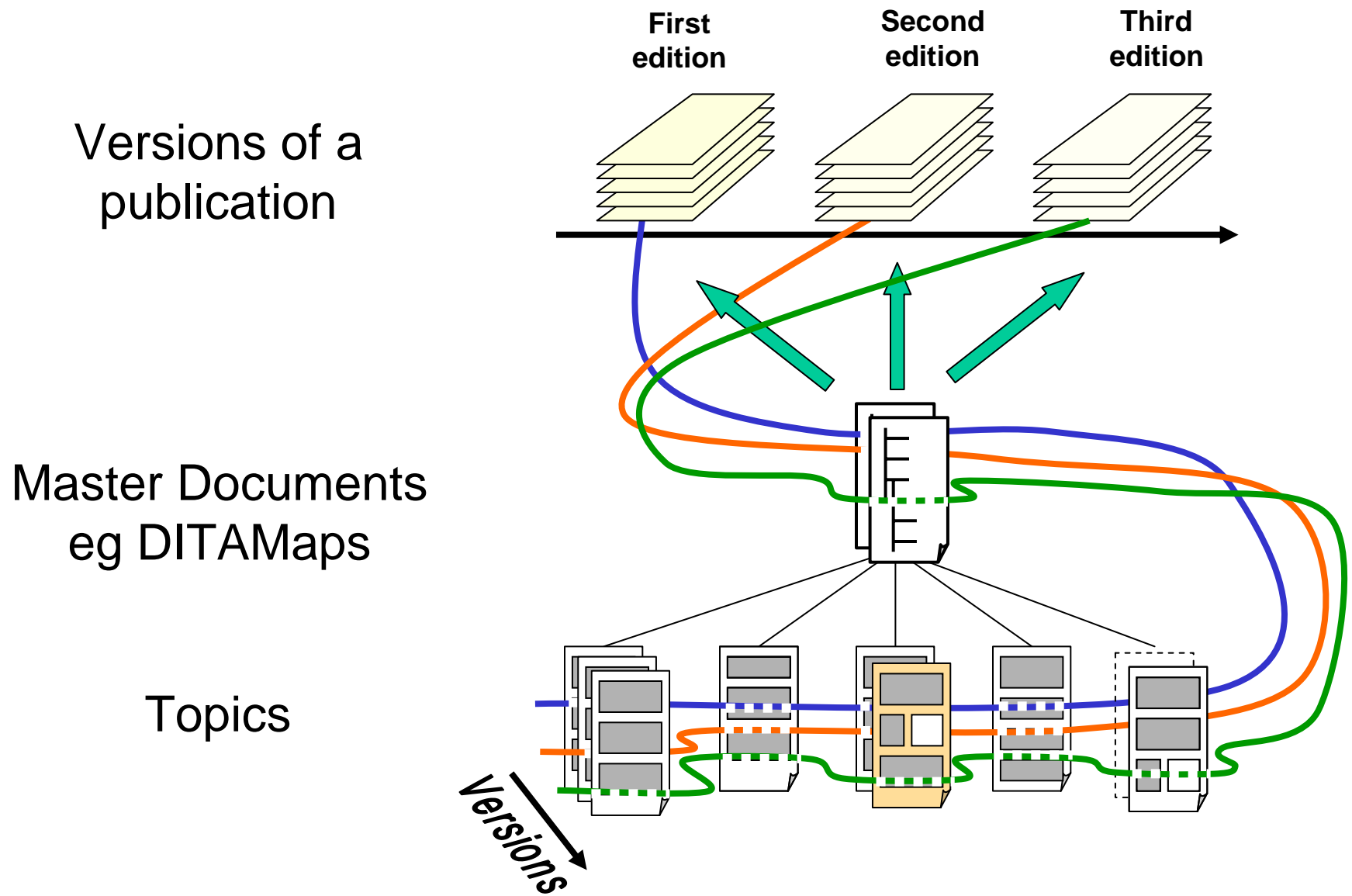
The monolithic document paradigm



Plan & reuse



Version management



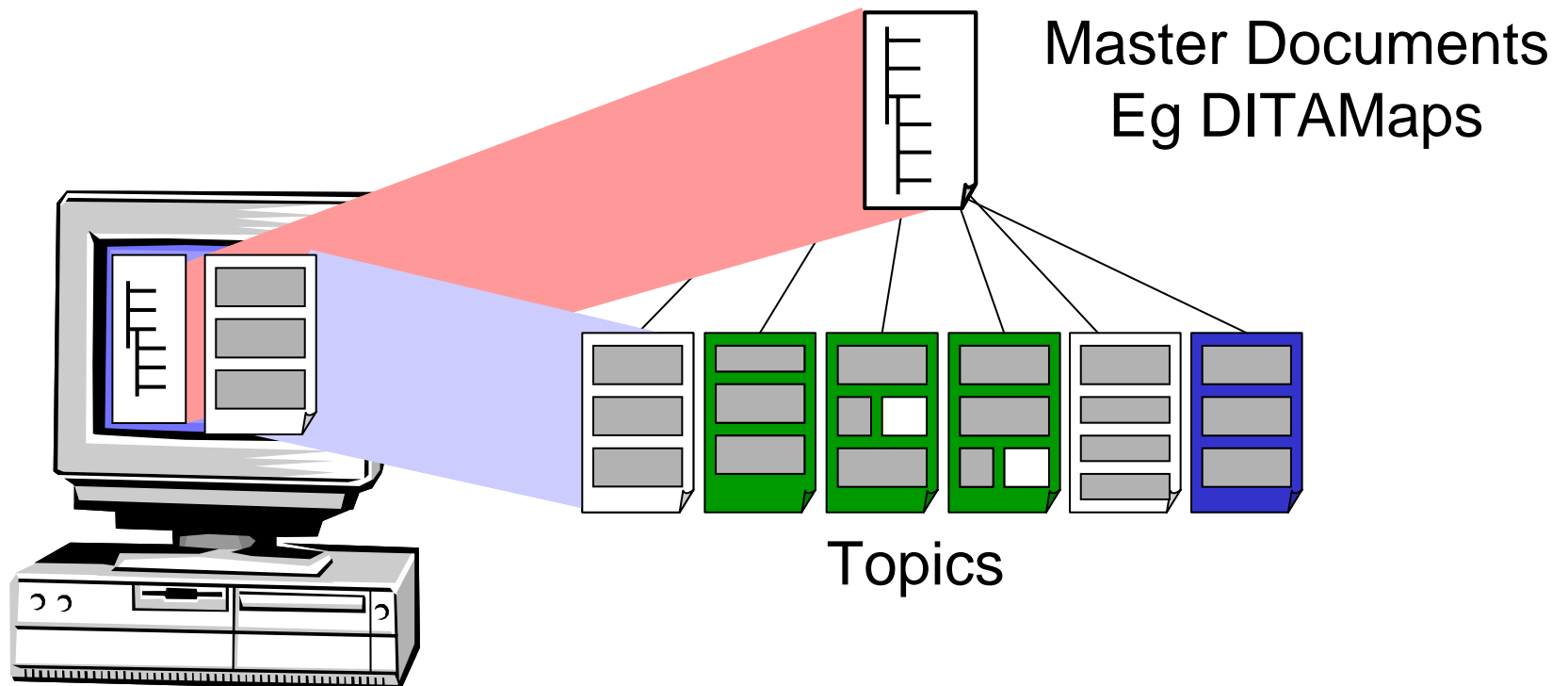
Plan and reuse

- Need a tool that
 - Can preview an existing publication (or an empty publication)
 - Edit in the Map
 - Reuse existing topics without modification
 - Create and use new versions of existing topics
 - Create and insert new (still empty) topics
 - Distribute the work to the authors
 - Select the correct version of each topic to publish

Write / Modify

Select the right authoring tool:

- Dedicated or ad-hoc use
- Integrated with the CMS
- Able to handle annotations
- Single topic or in context of a bookmap



Collaborate

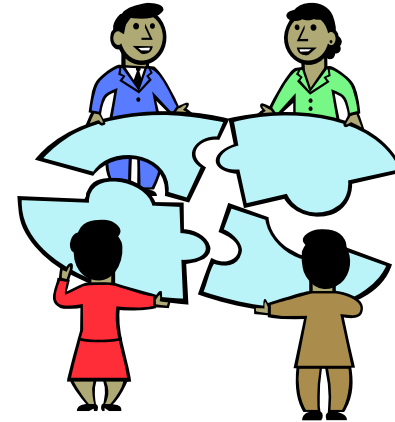
- In the past,
 - We assigned one writer to one book
 - We had little reuse because no one works together
 - Now we want to reuse content and create a collaborative work environment



Monks on the
mountain top—
writing alone

Collaborate

- Workflow
- Configurable
- User roles
- States
- Feeding new tasks from the planning tool
- Management reporting
- Ability to collaborate globally





Review, annotate, correct, approve

- Reviewing tool (makes annotations)
- Editing tool (makes corrections to the text)
- Parallel reviewing
- Different reviewers see each others annotations
- Compatible with authoring tool

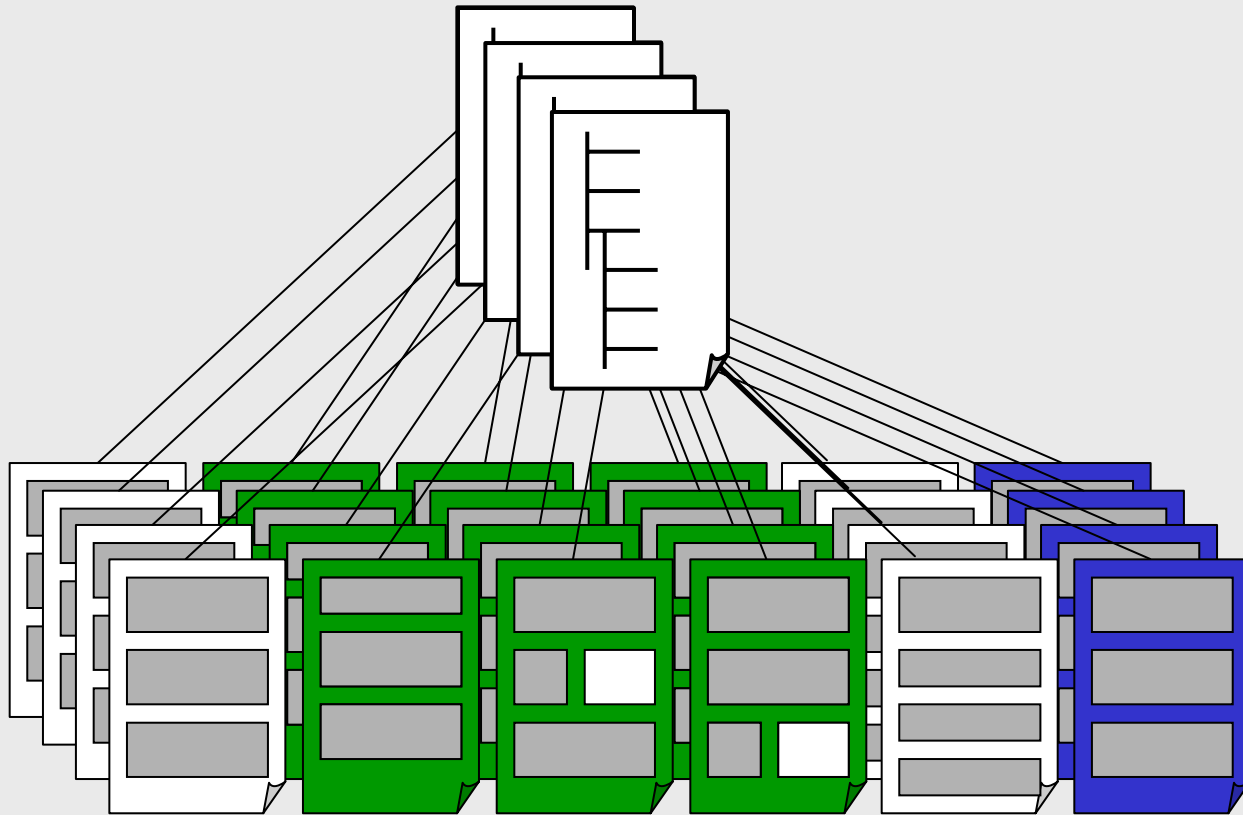
Translate

Requirements:

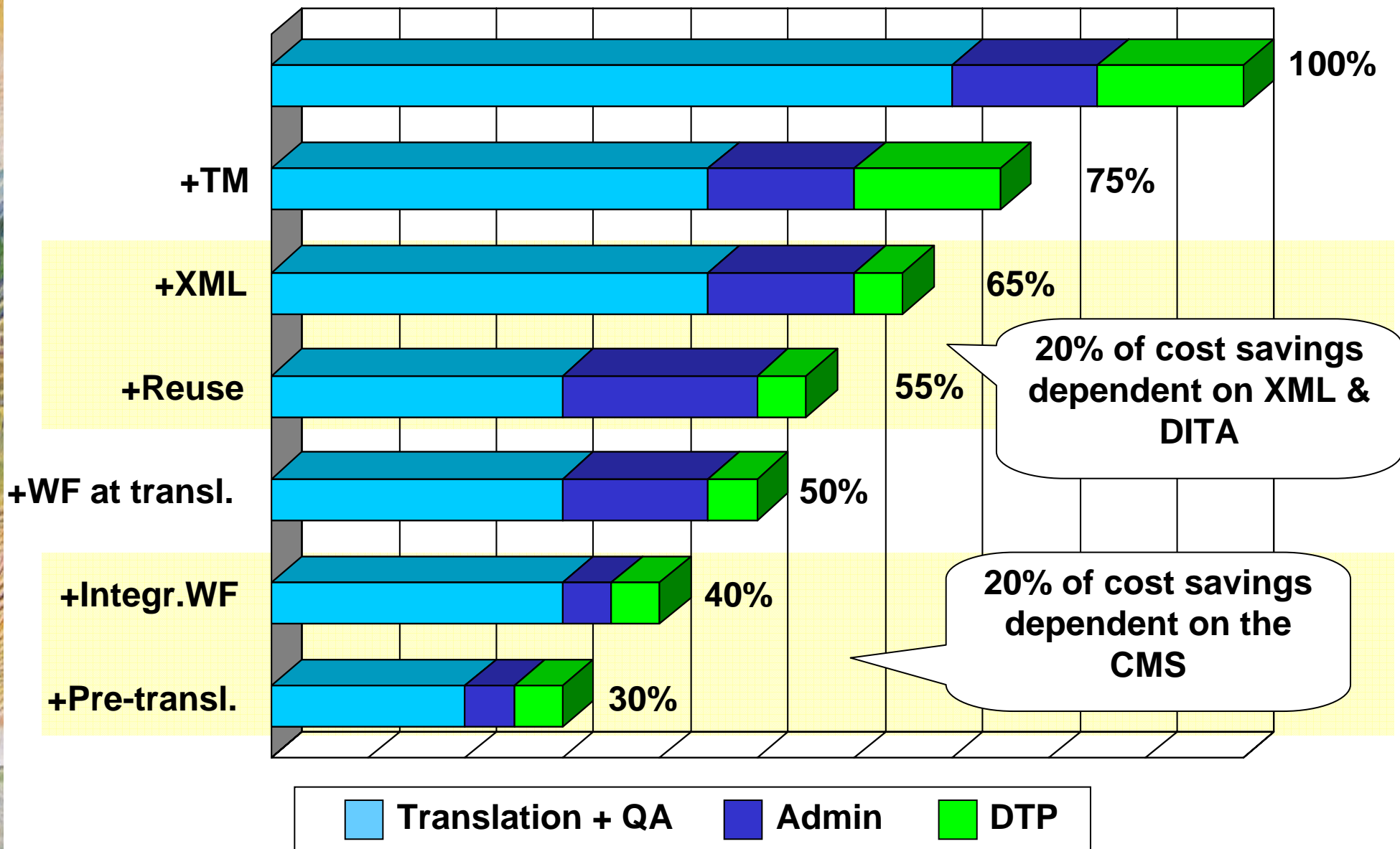
- Translate only once
- Manage version – language combinations
- Integrate with translation memory tools
- Integrate with translation management systems of external translation offices
- Translate topics or groups of topics that describe one function as soon as possible (reduce time to market)

Translate

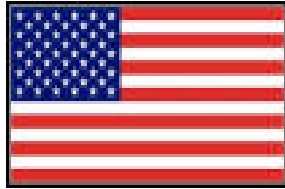
- One set of topicrefs for all languages **or** one set of topicrefs for each language



Translation cost



Context sensitive translation



English



Spanish

"Check the battery."

?

"Verificar la batería."
(when it is the battery of a car)

"Verificar la pila."
(when it is the battery of torch
or alarm clock)

Hence the need to QA the translation memory output ...

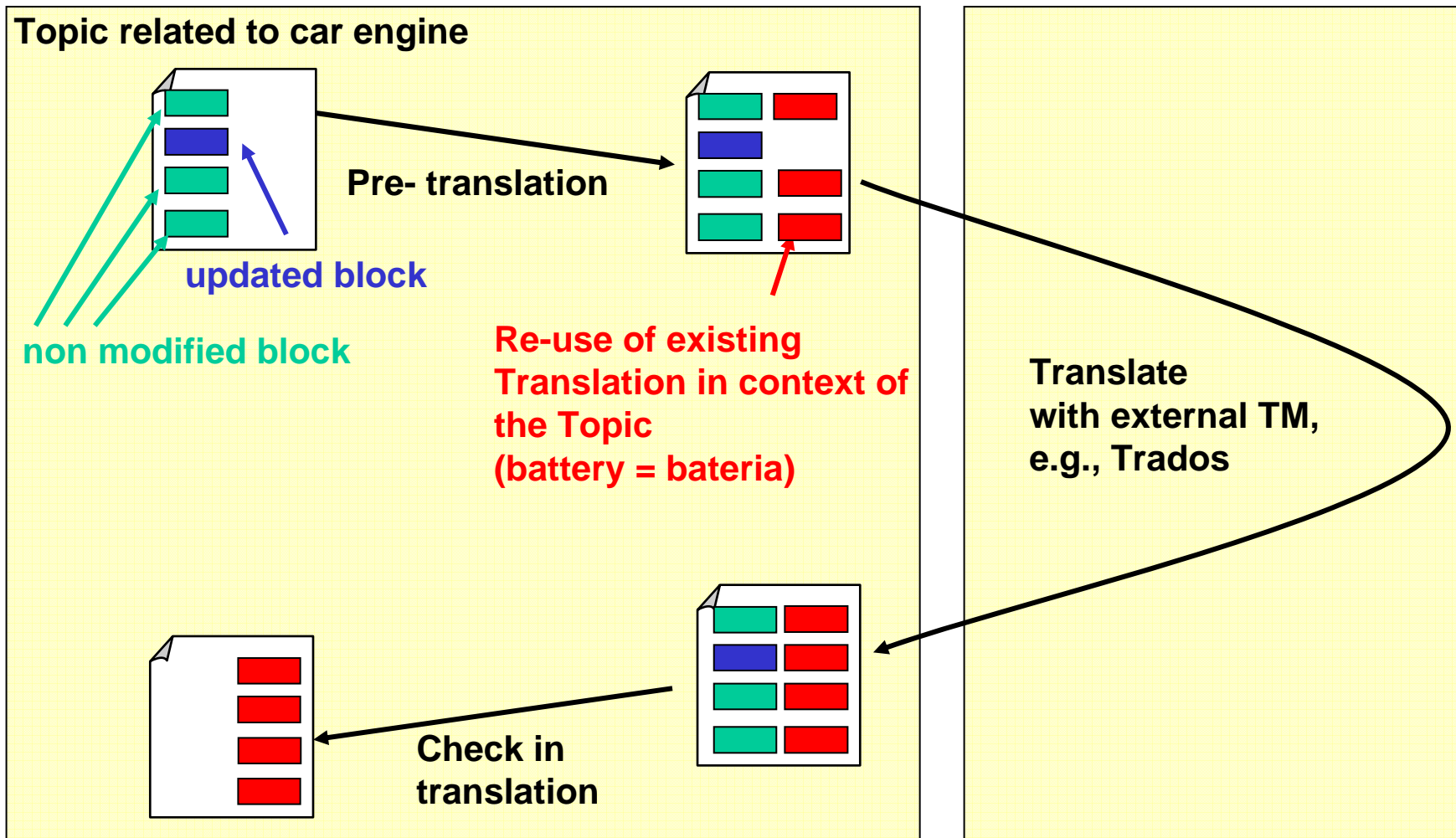
- At cost of ~0,05 \$ per word (!)

... or translate within context of your topic (= pre-translation)

Pre-translation

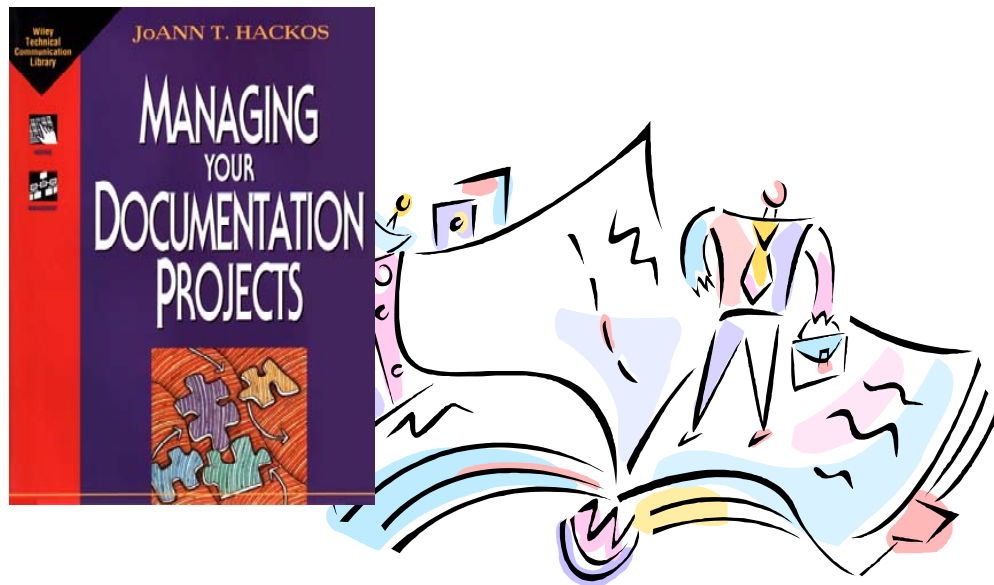
CMS solution

Translation office



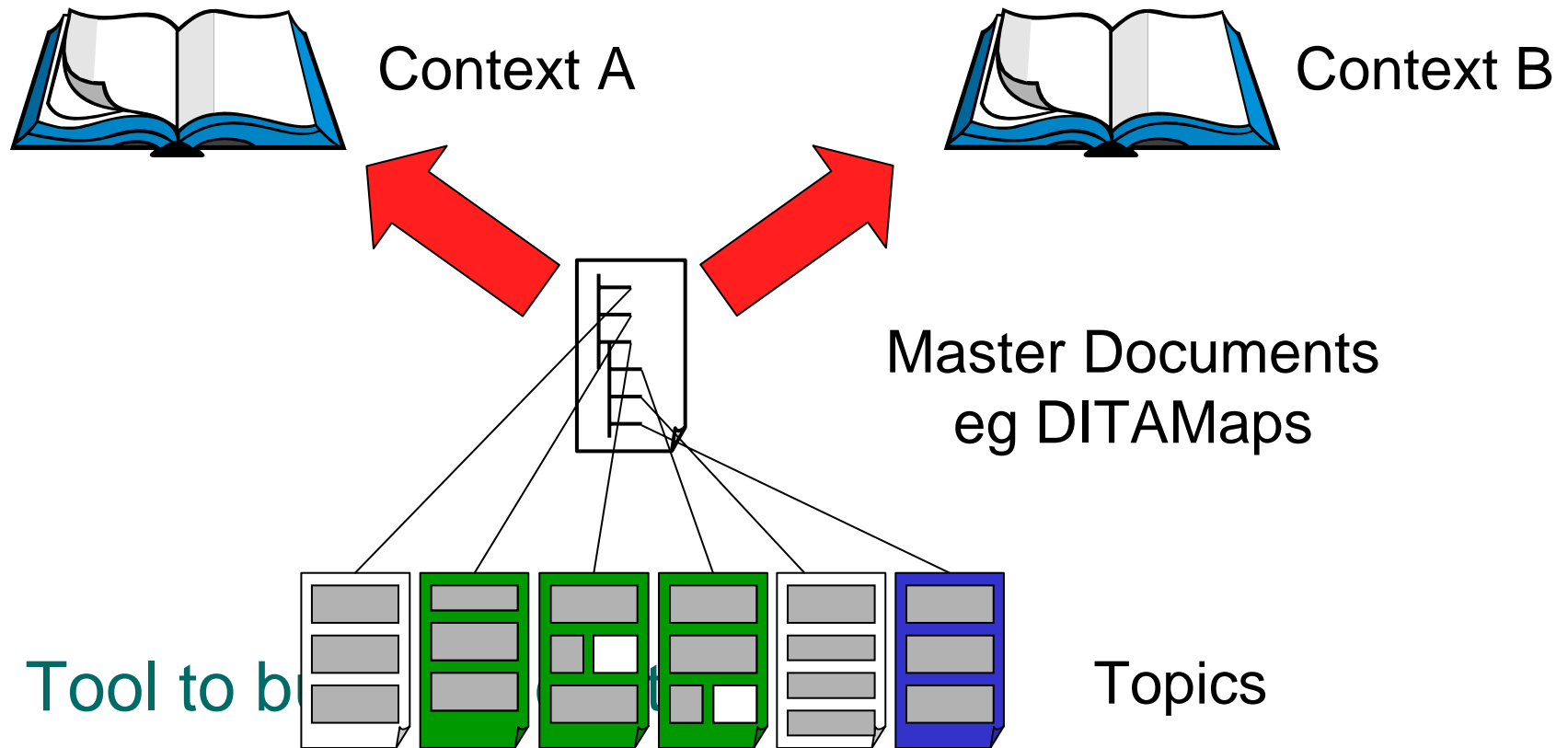
Manage publication project

- View status of the map/bookmap
- View status of all topics
- View status of all translations



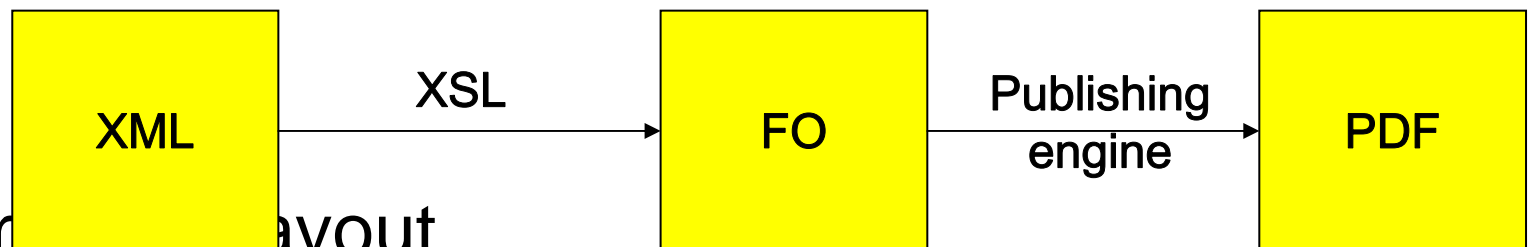
Manage the publication context

- Must be complete (include, exclude)
- Different contexts for different publications



Publish to multiple media and multiple output formats

- DITA Open toolkit
 - HTML
 - MS HTML help (chm)
 - Eclipse help
 - Java help
 - PDF (publishing engine required)



- Improve layout



DITA reduces CMS implementation costs

Because

- DITA DTD and all DTD related configuration comes out of the box
- DITA open toolkit delivers good publishing components
- All complementary tool vendors work towards the same standard: so fewer integration issues

Why not use an inadequate file system or document management system, “fixed” by IT?

