What’s Next for DITA and Tech Docs: An Introduction to the Product Content Maturity Model
Our Presenters

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Back in May…

SDL Announced the Death of Technical Documentation As We Know It
There is a major transformation afoot in what was previously “Tech Docs” but is now becoming “product content”

The shift is analogous to what happened to persuasive marketing content over the last 10 years
Converging Trends

Added Pressures On
Content Developers

- Faster Product Lifecycle Changes
- Agile - Iterative Development
- Solutions Oriented
- More Sensitivity to Customer Profiles
- Distributed Teams
- Outsourcing
- Headcount Constraints
- SimShip (Simultaneous Launch)

Changing Expectations From
Content Consumers

- Want Information via the Web, Search
- Growing Expectation of Bite-Size Topics
- What I Need When I Need It
- Increased Language Expectations
- Community Feedback
- Targeted and Tailored Information
- Solutions Oriented
- Impatient
- Consistency Expectation in Support & Documentation
Converging Trends

Added Pressures On
Content Developers

Move to
XML structured
content / DITA

Changing Expectations From
Content Consumers

Move to dynamic
publishing for
Technical Publications
The Difference? Structure
An Example of Content Maturity
Other Industry Models

Gilbane Global Content Value Chain

OASIS DITA Maturity Model
Product Content Maturity Model

Aware

Content Model: Unstructured Content Locked in Context Problem

Process: Little Content Sharing Each writer owns book

Tools: Desktop Publishing FrameMaker No CCM

Aware Structured Collaborative Transformative Engaging
## Product Content Maturity Model

<table>
<thead>
<tr>
<th>Content Model</th>
<th>Structured Content for Product Categorizations</th>
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<tr>
<td><strong>Process</strong></td>
<td>Structured Content Efficiency gains in content develop and localization</td>
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<tr>
<td><strong>Tools</strong></td>
<td>XML Authoring Component Content Management</td>
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## Product Content Maturity Model

### Collaborative

<table>
<thead>
<tr>
<th>Content Model</th>
<th>Fully Structured DITA Adoption Structured for Market Segments</th>
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<tbody>
<tr>
<td>Process</td>
<td>Collaborative Writing in Place Horizontal Expertise Emerges</td>
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<tr>
<td>Tools</td>
<td>Light Weight XML Authoring for SMEs and others</td>
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## Product Content Maturity Model

### Transformative

<table>
<thead>
<tr>
<th>Content Model</th>
<th>Structured Content expanding in usage across the organization</th>
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<td>Process</td>
<td>Sharing to groups beyond Tech writing including Training and Learning, Support</td>
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<tr>
<td>Tools</td>
<td>Expansion and Enrichment of content to other organizations</td>
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<td>Engaging</td>
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| Content Model | Structured for Customer and Partner Personas |
| Process       | Can push interactively to customers and partners |
| Tools         | Smart Interactive Dynamic Delivery to customers. |
Phase 1: Aware

Company Overview

• Realizing that books/printed manuals aren’t meeting the needs of customers
• Agile methods in practice for product development and increasing demands on product content creators
• Frozen headcount and budget cuts require new approaches to content creation

Best Practices

• Organize existing content around the customer, not internal silos/departmental organization
• Create and implement style guides and terminology
• Determine what content could be re-used between deliverables if structured

Next Steps

• Investigate structured content options (DITA) and technology
Case Study: Finance Software

**Business Drivers**
- Reuse content effectively, no more cut and paste
- Keep pace with product release schedules
- Drive down costs of localization
- Eliminate cost for manual layout and desktop publishing processes ("DTP") in localization process

**Solution Elements**
- Guided authoring
- DITA content standard
- Componentized content and adapt to new editorial and business process
- Foundation for growth that scales
Business Benefits

Business Needs
- Improve content quality and consistency
- Enhance global branding
- Reduce translation cost

Key Features
- Linguistic analysis of content
- Automated style-guide usage
- Centralized terminology
- Content re-use for creation and translation

*Translation Memory re-use
Phase 2: Structured

Company Overview
- Investment in structure has begun and older unstructured content is being migrated into DITA
- New writing tools are being deployed and content creators are focused on learning new creation methods

Best Practices
- Choose team evangelists that can help others with learning curve issues
- Deploy a component content management system during migration to increase operational efficiency
- Develop a content re-use/sharing methodology
- Allow new roles to emerge – information architect, shared content lead

Next Steps
- Finish conversion of legacy documents
- Reach out to other departments involved in product content to determine what content can be re-used across
Benefits of DITA

**Topic Based & DITA Methodology**

- Content locked in context
- Information can’t easily appear in multiple contexts and can’t be tailored readily to audience
- High costs of formatting
- Content gets out of sync and is difficult to refresh
- Customers can’t find what they need
- XML Topic Methodology
- Content can be reshuffled for deliverable
- Same content can live in multiple outputs
- Content can be delivered easily as web pages to consume
- Metadata and conditions can allow content to be tailored on the fly
- Content can be easily refreshed
Case Study: Data Storage

**Business Drivers**

- Increase reuse dramatically
- Faster Product Lifecycles
- More releases of parallel products
- Increase in product complexity

**Solution Elements**

- DITA aware tools and adoption of best practices
- Multi-channel publishing to reduce efforts
- Awareness of cultural changes
**Business Benefits**

**Business Needs**
- Single sourced content
- Personalized content
- Business agility
- Shorter Time to market
- Global presence

**Key Features**
- DITA support
- Increased re-use with conditions and variables
- Version control for publications

*XML-based repository
*Pre-translation
Company Overview

- DITA is well established and traditional publications are being maintained
- Shared content is increasing rapidly and requires a new management approach
- Focus brought to modernizing the review and collaboration process through automation and better tools

Best Practices

- Deploy easy content review, edit, and creation tools for non-technical writers
- Create review oriented publications rather than drafts of final deliverables
- Generate reports on content re-use, operational efficiency, and content ROI

Next Steps

- Investigate internal usage of a dynamic content delivery system to allow easy preview of conditioned output
- Evangelize the success of DITA within your department throughout the organization
Case Study: Computer Hardware

Business Drivers

- Involves SME, Product Managers, Contributors
- Expand on success
- Adapt to new internal requirements

Results

- Faster time-to-market for global launches
- Significant reduction in amount of content authored
- Reduced time to market with content
- Significant increase in multilingual support with same budget
Business Benefits

Business Needs
- Reduce complexity of XML authoring and review
- Easy knowledge transfer
- Close the loop between content creators and contributors
- Minimized editor training costs

Key Features
- Easy structured authoring
- DITA support
- Multimedia support

*Browser-based editing with no install
*Change tracking
Phase 4: Transformative

Company Overview
- The company realizes that product content spans across the entire organization
- Product content is viewed as a valuable asset crucial for customer satisfaction
- A cultural shift occurs that breaks down barriers between departments allowing for greater collaboration and co-creation

Best Practices
- Form content triage teams with members from across the entire organization that meet regularly to focus on key areas of product content
- Continue investment in process and infrastructure that enables re-use throughout the organization
- Develop customer profiles based on input from all content creators

Next Steps
- Apply customer profiles to new and existing content for better personalization
Collaborating Across Silos
**Business Drivers**

- Product integrations must be matched with new customer experience
- Cross divisional teams working together to share knowledge
- Leverage the deepening understanding of the customer and marketplace

**Results**

- ✓ Persona definitions develop based on product content interactions
- ✓ Product content is accessible and viewed as a strategic advantage
- ✓ Personalization
- ✓ Usage patterns can influence decisions

Case Study: Security Software
Business Needs

- Personalized content for customer personas
- Lower cost of support and increase loyalty
- Integrate product content with sales and marketing
- Engage customers to improve content

Key Features

- Incremental updates
- Cross-channel support (i.e. mobile devices)
- DITA support
- Multimedia support

*Content usage analytics*
Phase 5: Engaged

Company Overview

- Customer engagement is viewed as a continuous process rather than a one-time initiative.
- The product content lifecycle is a continuous loop that involves creation, management, review and translation, publishing, and customer feedback.
- The company has maximized content re-use throughout the organization and established well.

Best Practices

- Integrate traditional content with new media and social networks.
- Implement a standard delivery platform for all product content that enables customers from any device, in any language.
Fully engaged customers are **23%** more valuable to an organization in terms of profitability, revenue and relationship growth compared to the average customer.

*Source: Gallop*

In one study, **65%** of people surveyed said they wouldn’t come back to a website that did not provide satisfactory customer experience.

*Source: Forrester*
Aberdeen’s research indicates that companies creating documentation that is automatically customizable to various use-cases achieve a 39% increase in customer satisfaction scores and a 16% decrease in inquiries made to customer support organizations. In both cases, this represents over twice the impact achieved by companies without this capability.

David Houlihan, Senior Research Associate, Product Content Management
Case Study: Cloud Computing

Business Drivers

Information is an asset to be cultivated
Make information liquid and let it flow between organization, internally and externally

Results

- Product Information is no longer technical documentation.
- Customer experience and satisfaction are measurable
- Customers, partners and your company have the ability to engage each other and react to needs
Structured Product Content Suite

Global Customer Engagement

Intelligent Product Content Dynamic Delivery

Reviewers / SMEs / Casual Contributors

Component Content Management

DITA

Content Quality Checking

Structured Content Infrastructure

SDL LiveContent

SDL Xopus

SDL Trisoft

SDL Global Authoring Management System
The Engaged Vision

• Deliver Product Content on demand
• Content created and filtered for Customer Profiles
• Interactive and dynamic, while still versioned and controlled
• Incremental Updates
• Analytics beyond page hits to capture “content utility”
• Enable social interactions between community and authors
• Crowd Authoring through easy WYSIWYG interface
• Branding and terminology maintained, regardless of who creates the content
• Content re-used consistently at every creation point
Questions?
Thank You for Joining Us

Coming Attractions:

- DITA Webinar
  - Nov 1: Powerful Creation and Versatile Management of XML and DITA  
    *Hosted by Adobe*
  - Registration: [www.adobe.com/cfusion/event/](http://www.adobe.com/cfusion/event/)
    Filter on November 2011 dates – 1st webinar in the list

- Product Content Maturity Model Webinar – Part 2
  - Nov 10:  Product Content Evolution: The *Aware* Phase

- DITA Fest 2011 – *Still time to register!*
  - Oct 25 in Santa Clara, CA
  - Details and Registration: [www.sdl.com/ditafest2011](http://www.sdl.com/ditafest2011)