Where DITA is Going:
DITA 1.2 & Component Content Management

DITA Webinar Series
SDL Structured Content Technologies
Joining us from SDL Structured Content Technologies…

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Announcement

SDL Announces Launch of SDL Trisoft 2011 with DITA 1.2 Support

Webinar today focuses on key advances of DITA 1.2 and key capabilities for a Component Content Management System

- What are drivers to DITA in general
- Why does DITA 1.2 matter?
- What roles should a Component Content Management system play in DITA 1.2?
Drivers To New Trends

Added Pressures on Information 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 in 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
Drivers To New Trends

Added Pressures on Information Developers

Changing Expectations in Content Consumers

Move to XML structured content / DITA

Move to dynamic publishing for Technical Publications
Paradigm of topics and dynamic publishing

Product Variations

Variations Of Deliverables

Market Segments
Variations in Customer Profiles
A Repeat Customer is 50% Cheaper than a New Customer
Interactive Customer Experience

Market Segments

Variations In Customer Profiles
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
DITA 1.2
More power, more flexibility, more complexity
DITA 1.0 released May 2005.

DITA 1.1 released August 2007.
- Improvements for book-oriented publishing:
  - bookmap
- Integration with non-DITA objects

DITA 1.2 sent for public review July 2010.
DITA 1.2: Big picture overview

Increased flexibility and power
- Keys and the @keyref attribute
- Extensions to the @conref attribute

New information types
- Machine-industry task
- General task

New elements to aid reuse

New specialization for learning & training

Taxonomies

Glossary, acronym, and abbreviation support
DITA 1.2: Keys and the @keyref attribute

- Provide an indirect addressing mechanism, based on key definition at the DITA map level

- **Benefit #1: Increased reusability**
  - Can redirect links
  - Can change content according to the context
  - Can turn common terms into links (for example, to a definition of a term)

- **Benefit #2: Increased simplicity for authors and architects**
  - Can use simpler syntax
  - Can help avoid complex conditional processing required by DITA 1.1
What is indirect addressing?

A layer of abstraction ...

I am going to WORK.

She is going to IBM.

Something that humans resolve instinctively, automatically ... based on context.

Computers need explicit addresses; cannot understand when the context changes.
Keys are defined in a DITA map.

Example:

```xml
<keydef id="oil" href="oil.dita" />
```

Once defined, keys can be referenced in topics or DITA maps.

Example:

```xml
<link keyref="oil" />
```
Changing the oil in your car

Once every 6000 kilometers or three months, change the oil in your car. This will help keep the engine in good condition.

To change the oil:
1. Remove the old oil filter.
2. Drain the old oil.
3. Install a new oil filter and gasket.
4. Add new oil to the engine.
5. Check the air filter and replace or clean it.
6. Top up the windshield washer fluid.

Parent topic: Garage Tasks
Related concepts: Oil

Oil

Motor oil keeps your car’s engine running smoothly. Oil should be changed every 6000 kilometers.

Related tasks: Changing the oil
Changing the oil in your car

Once every 6000 kilometers or three months, change the oil in your car. This will help keep the engine in good condition.

To change the oil:
1. Remove the old oil filter.
2. Drain the old oil.
3. Install a new oil filter.
4. Add new oil to the engine.
5. Check the air filter and replace if necessary.
6. Top up the windshield washer fluid.

Parent topic: Garage Tasks
Related concepts
- Oil

Synthetic oil

Synthetic oil is a lubricant consisting of chemical compounds which are synthesized from compounds other than crude oil (petroleum). Synthetic oil is used as a substitute for lubricant refined from petroleum, because it generally provides superior mechanical and chemical properties than those found in traditional mineral oils.

While synthetic oils produce as much pollution as petroleum-based oils, they last three or more times longer. Since they do not have to be changed as often, less total oil is used.

Be sure and recycle used motor oil.
Changing the oil in your car

Once every 6000 kilometers or three months, change the oil in your car. This will help keep the engine in good condition.

To change the oil:

1. Remove the old oil.
2. Drain the old oil.
3. Install a new oil filter.
4. Add new oil to the engine.
5. Check the air filter.
6. Top up the windscreen washer fluid.

Parent topic: Garage

Related concepts

Oil
range

push

conkeyref
How it was in DITA 1.1 ...

Resource topic

1. Log in.
2. Do this.
3. Do that.
4. Do more.
5. Log out.

Topic

1. Log in.
2. Do this.
3. Do that.
4. Do more.
5. Log out.

(Material in green is conref’d.)
Now in DITA 1.2 ...

conref topic

1. Log in.
2. Do this.
3. Do that.
4. Do more.
5. Log out.

(Material in green is conref’d.)

Topic

1. ...
2. ...
3. Do this.
4. Do that.
5. Do more.
6. Take a break.
7. Do yet more.
DITA 1.2: Conref push

Topic

1. ...
2. ...
3. Do this.
4. Do that.
5. Do more.
6. Take a break.
7. Do yet more.

conref topic

Example:

Topic

1. ...
2. ...
3. Do this.
4. Do that.
5. Do more.
6. Take a break.
7. Do yet more.

Example:
Merges the power of both keys and conrefs

Enables one to use a key in the @conref attribute, so you can more easily change the target of the conref

Simpler syntax:

- DITA 1.1:
  `<... conref="<reuse-topic>/<topic_ID>/<element_ID>`
- DITA 1.2
  `<... conkeyref="<key>/<element_ID>`

Replaces the DITA 1.1 hack of swapping in and out identically-named reuse files
DITA 1.2: Best practices

- Define reusable elements in a conref topic
- Define keys in a key-definition map
- Define push operations in a conref-push map or topic
- Define navigation and relationships in your DITA maps
- Use a master DITA map to pull all the pieces together
The DITA Adoption Committee has released a series of articles about DITA 1.2 features:

- **Keys and keyref**, Sowmya Kannan, Sun
- **Conref range**, Joe Gelb, Suite Solutions
- **Conref push**, Kristen James Eberlein, Eberlein Consulting (Now at SDL)
- **Glossary and terminology specialization**
  Kara Warburton, IBM
- **Improved glossary and terminology handling**, Tony Self, Hyperwrite PTY, Ltd.
- **Domain and topic integration**, Marc Speyer
Acronym Best Practices, DITA Translation Subcommittee, DITA Adoption TC

New Task Model
JoAnn Hackos, Comtech Services

You can download all these feature articles from http://dita.xml.org/wiki/oasis-dita-adoption-committee
DITA 1.2 and Component Content Management
Structured Content Technologies
Market Trends

Specialization of Content Management Market To Handle Specialized XML
(“Component Content Management”)

- Vision of single CMS for every business process no longer viable
- WCM, Source Control, Component Content all driving specializations
- CMS’s that are not developed to specialize with DITA can’t meet requirements
- Companies that have standard CMS’s are adopting CCM to handle DITA (Dell, VMware, Nokia, + others)
Specific Pain Areas in Technical Communication

1. Customized communication
   - Air cooled
   - Water cooled

2. Multiple translations
   - Miles, Pound, °F...
   - Km, Kg, °C...

3. Multiple output media

4. More communication

5. Multiple live editions

6. Distributed Teams

- Review/approval process
  - Author
  - Translator
  - Reviser
The challenge of Information Development is how to manage common, unique and changing variations across product lines, market segments, skills levels and more.

800 AIO Series printers
900 AIO Series printers
900 AIO Photosmart printers
Managing Customized Documentation

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams

- 800 AIO Series printers
- 900 AIO Series printers
- 900 AIO Photosmart printers
Managing Customized Documentation

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams

- AIO 8100
- AIO 9100
- Photo 600

Language Variations:
- 800 AIO Series printers
- 900 AIO Series printers
- 900 AIO Photosmart printers

Distributed Teams
Managing Customized Documentation

1. Customized communication
   - Sound recorder
     You can record a voice memo or a call. Recorded sounds can also be set as ringtones.
     - In some countries or states it is required by law that you inform the other person before recording the call.
     - To record a sound
       - From standby select Menu > Entertainment > Record sound.
     - To listen to a recording
       1. From standby select Menu > Organizer > File manager.
       2. Scroll to Music and select open.
       3. Scroll to a recording and select Play.

2. Multiple translations

3. Multiple output media

4. More communication

5. Multiple live editions

6. Distributed Teams

Getting started

Assembly
Before you start using your phone, you need to insert a SIM card and the battery.

To insert the SIM card

1. Unlock the battery cover locks on both sides.
2. Remove the battery cover.
3. Slide the SIM card into its holder with the gold-coloured contacts facing down.

Sound recorder
You can record a voice memo. Recorded sounds can also be set as ringtones.

To record a sound
- From standby select Menu > Entertainment > Record sound.

To listen to a recording
1. From standby select Menu > File manager > Music.
2. Scroll to a recording and Play.
Reducing the Amount of Translations

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams

**Copy-paste Reuse**

**New versions**

- V1
- V2

Limited re-use
Difficult to manage

**Translations**

- V1
- V2

Limited re-use
High translation cost

**Universal Topics**

- V1
- V2

Maximum re-use
Easier to manage

Maximum re-use
Lower translation cost
Delivering Dynamic Output

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams
Managing Product Variations

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams
Managing Product Variations

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams

- More and more revisions of your content
- Need to work at several product releases simultaneously
- ...

- Metadata
- Workflow
- Reuse
- Search
- Version Management
- Link Management
Managing Multiple Live Editions

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams
Collaborate with Global Teams

1. Customized communication
2. Multiple translations
3. Multiple output media
4. More communication
5. Multiple live editions
6. Distributed Teams

Web / Web Services Enabled
DITA 1.2 in combination with a CCM Empowers Organizations

DITA Fundamentally Creates Global Business Agility by empowering

- Rapid Diversification of Market Segments
- Quick Response to Changing Customer Profiles
- Integration with the Web

Big ROI, especially with localization

- Eliminate redundant content
- Consistency for your customers and translation vendors
- Standalone content that can easily be reused in multiple contexts

Planning for reuse

- Write topics that are generic and simple in nature
- Identify common topics within your organization
- Create libraries of reusable content
- Examine use of conditions and variables

Strategic Approach

Tactical

Short Term Low Cost

- Status Quo
- No Changes
- Band-Aid Approach

- Invest ahead of ROI
- Put Infrastructure in place
- Model out future state

Execute Strategy, Process and Infrastructure Plan
Thank You for Joining Us

For more information…

- Visit us on the web:  www.sdl.com/xml

Join us for our next DITA webinar…

- Eye on the Customer:  DITA & User-Centric Publishing
- Thursday, October 28, 2010
- To register:  
  http://www.sdl.com/en/xml/event
Questions?