

The Business of Information

DITA for Decision Makers

How Word and FrameMaker
Might Be Wasting Your Money



globalsolutions

About Today's Webinar

“DITA for Decision Makers” explores how DITA can save your organization money and increase the flexibility of product information—without compromising the quality of your documentation or training materials.

Today's webinar is the first in SDI's new *The Business of Information* series.

About Today's Presenter

Chris Benz is SDI's VP of Account Development. He has advised companies on technical and corporate communications for over 20 years, and has managed multiple DITA implementations.



SDI is a global provider of cost-effective consulting and solutions for product documentation and training development. SDI manages DITA implementations for multiple Fortune 100 companies, and SDI's Julio Vazquez just published the second edition of *Practical DITA*, a leading book on the subject.

Today's Agenda

- DITA Defined
- How Do Word, FrameMaker, and DITA Work?
- DITA Advantages and Disadvantages
- Is DITA Right for Your Organization?
- Closing

DITA Defined

- An XML application
- Designed by IBM specifically for technical information, then donated as an open standard
- Market presence is growing

How Do Word and FrameMaker Work?

- Print-centric
- Publishing to multiple formats is possible—with additional tools
- Specific pieces of content are generally written for a single context
- File formats are proprietary

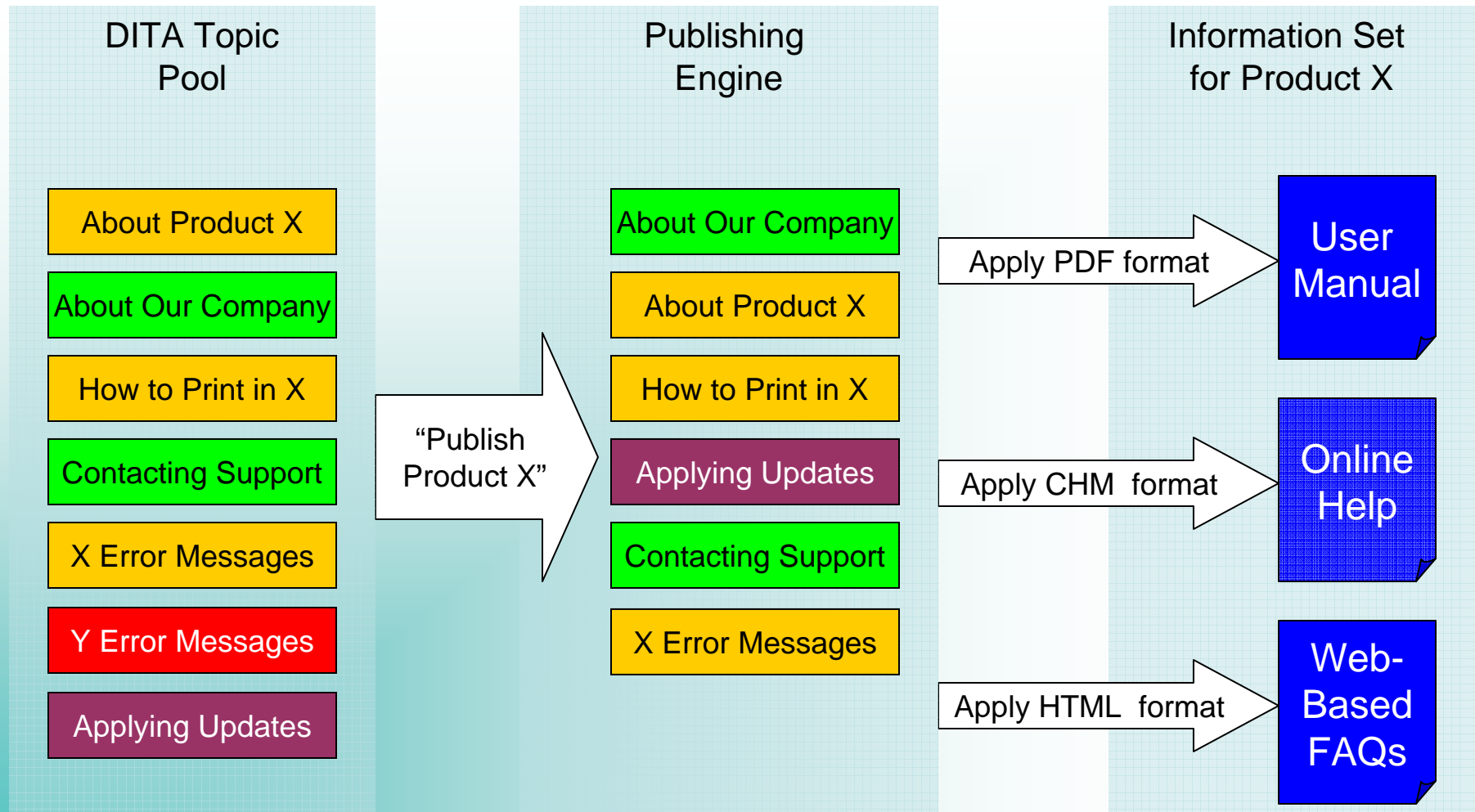
How Do Word and FM Work? *continued*

- Word is designed for smaller documents
- FrameMaker can handle documents of any size and complexity
- Formatting is ever-present when developing content, making formatting subject to individual writer whims

How Does DITA Work?

- Content is developed as *topics* (standalone “chunks” of content)
- Small, context-neutral topics can be used in multiple deliverables
- Topics can be managed through a CMS
- Formatting is separate from content, with formatting enforced centrally
- A publishing engine combines the topics needed for a specific deliverable, and applies the appropriate formatting

DITA Illustrated



Advantages/Disadvantages of DITA

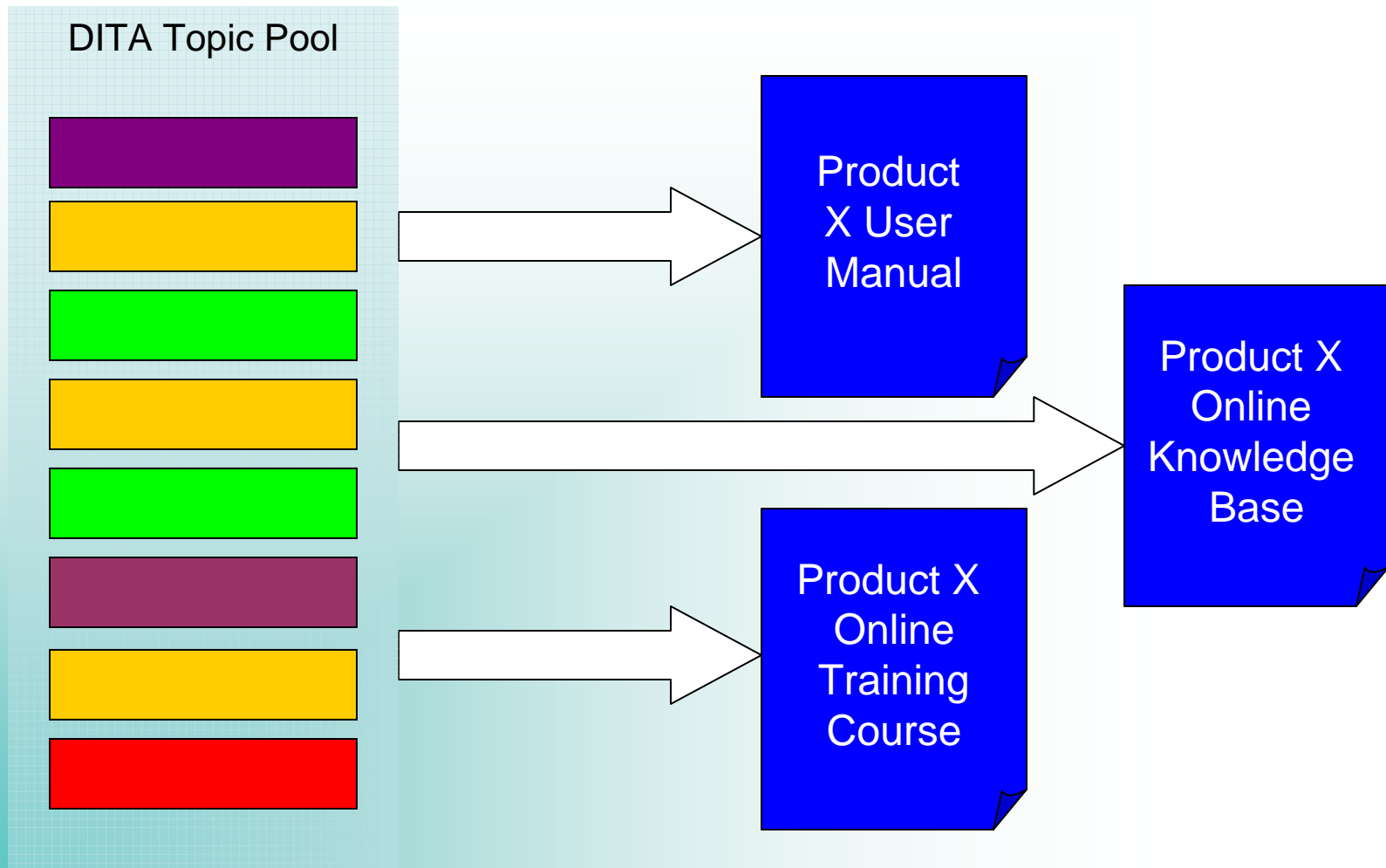
Advantages

- Single source for content
- Can streamline review process
- Dovetails well with Agile development
- Formatting is separate from content
- Open standard
- Widely supported by software vendors
- Structured writing focuses content development on what readers need
- Less content = lower translation costs

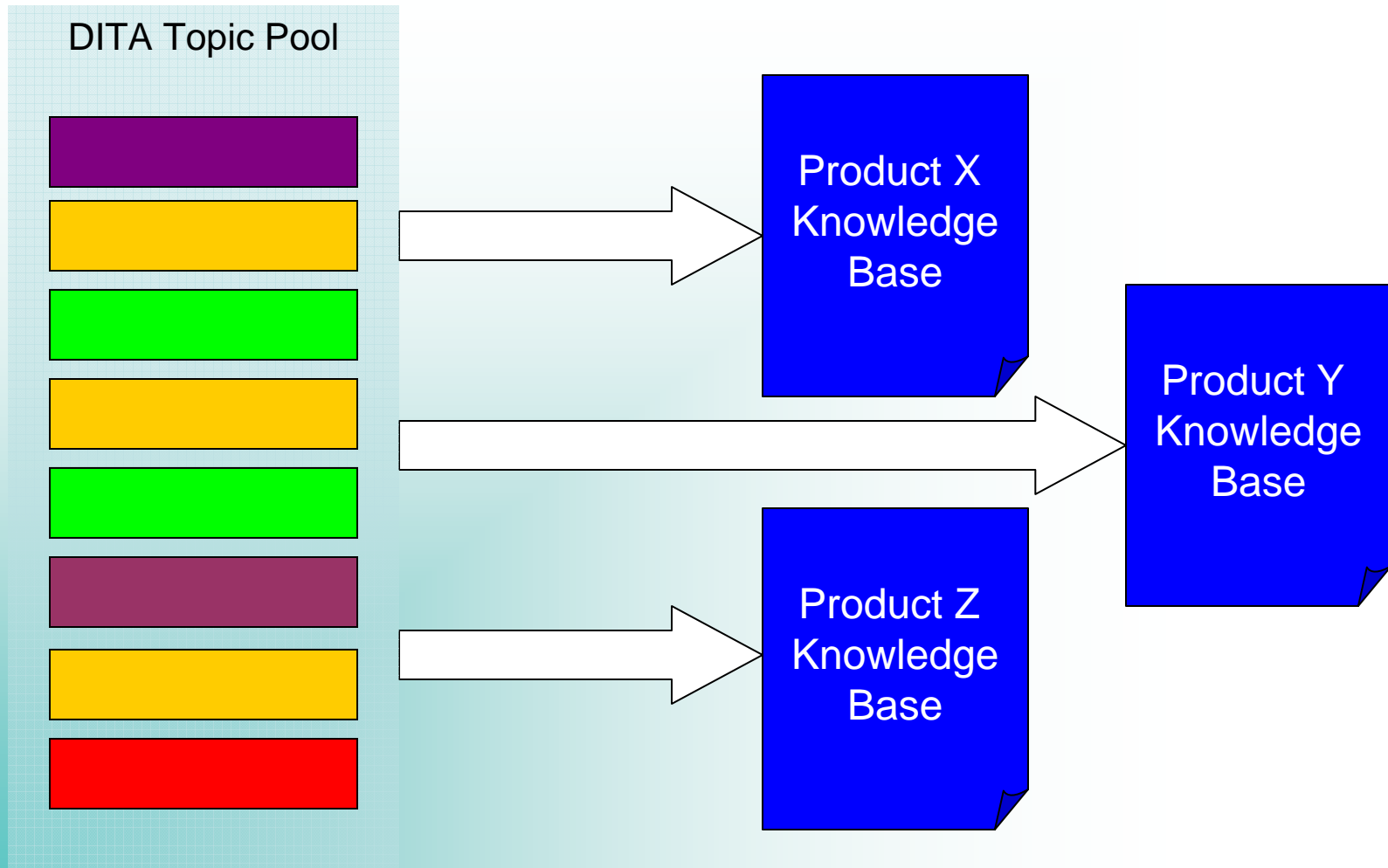
Disadvantages

- Initial implementation, conversion, and learning challenges
- Requires someone on the team to have solid knowledge of DITA, transforms, and content-reuse strategies

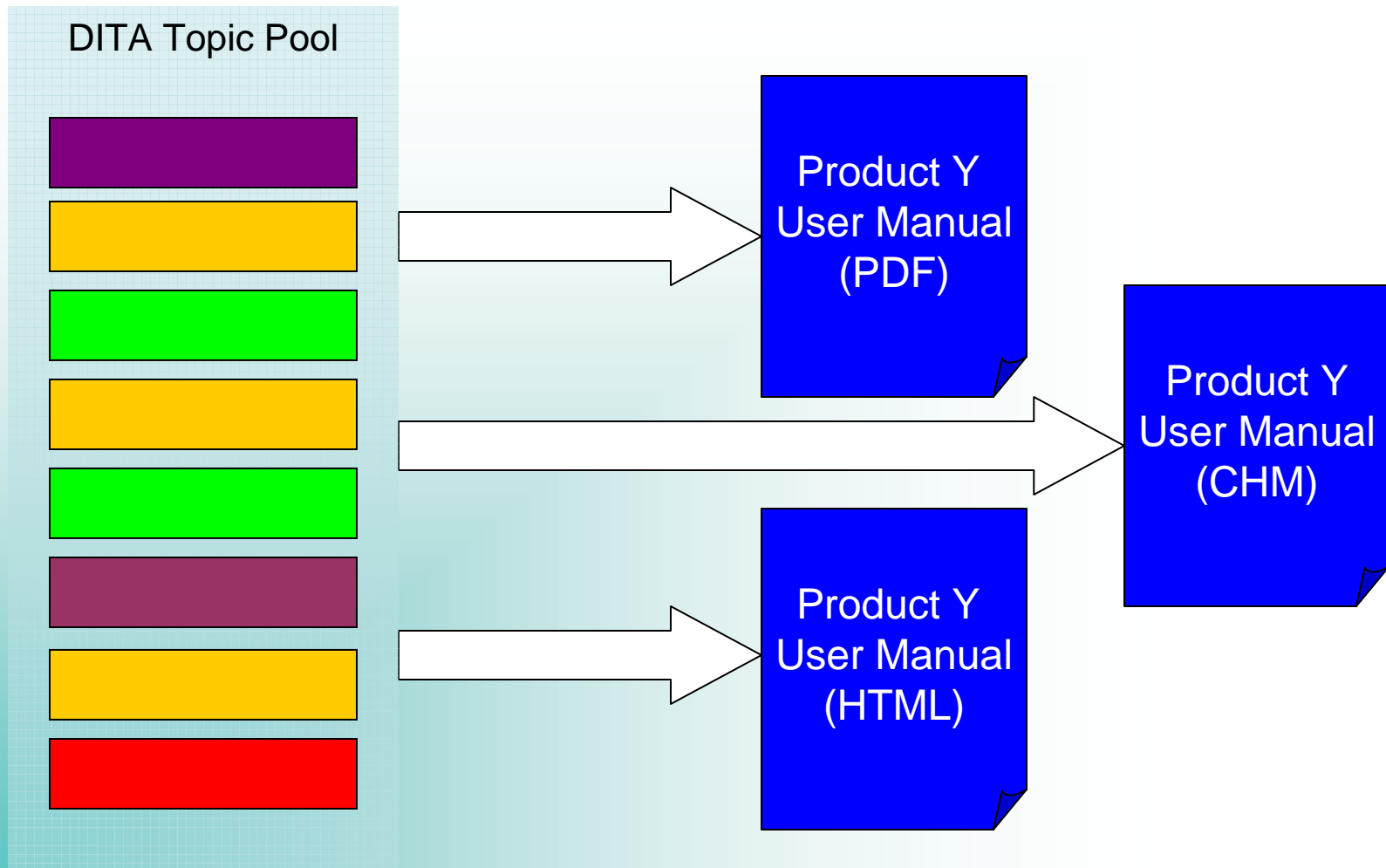
DITA Reuse/Repurposing Examples



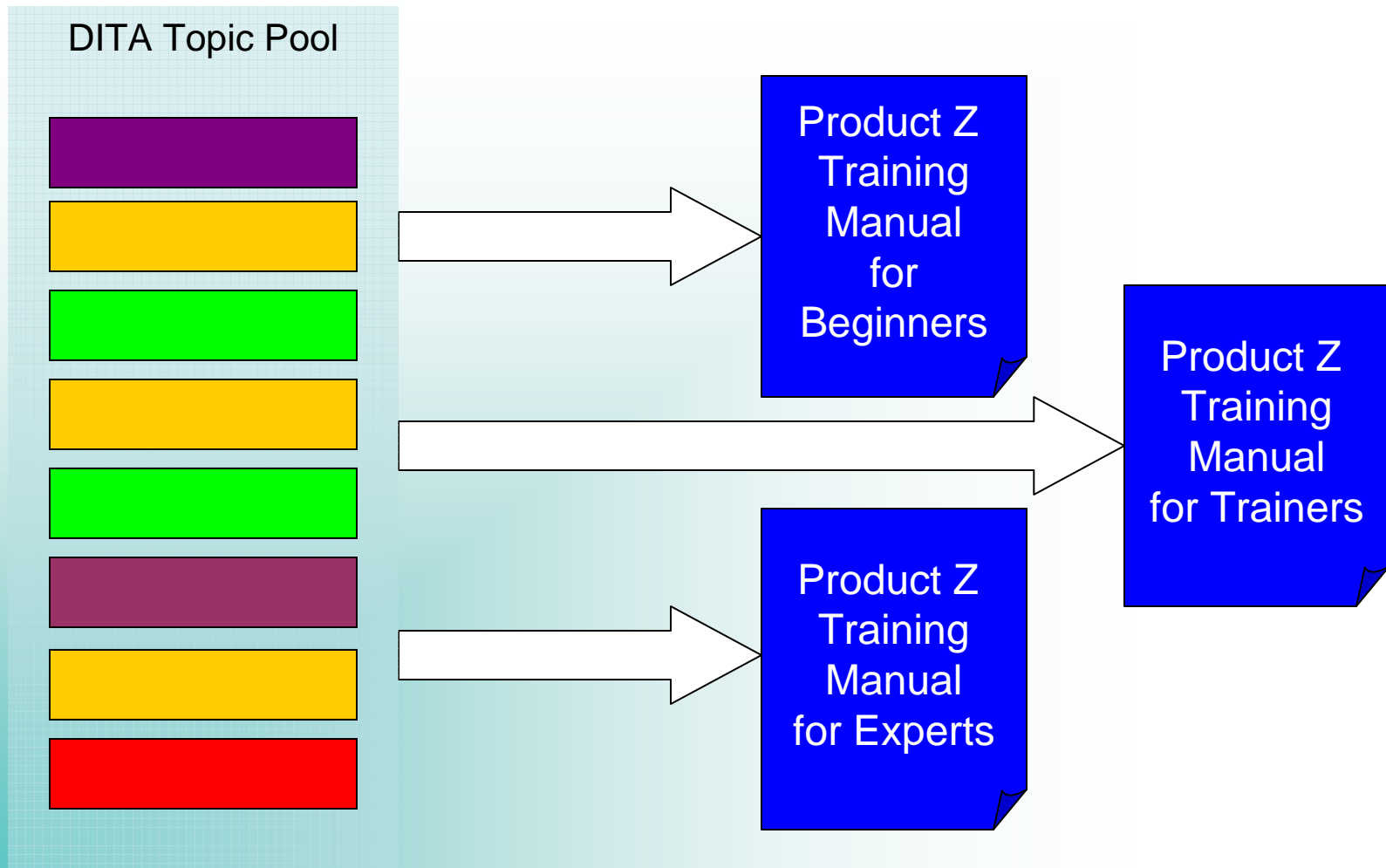
DITA Reuse/Repurposing Examples



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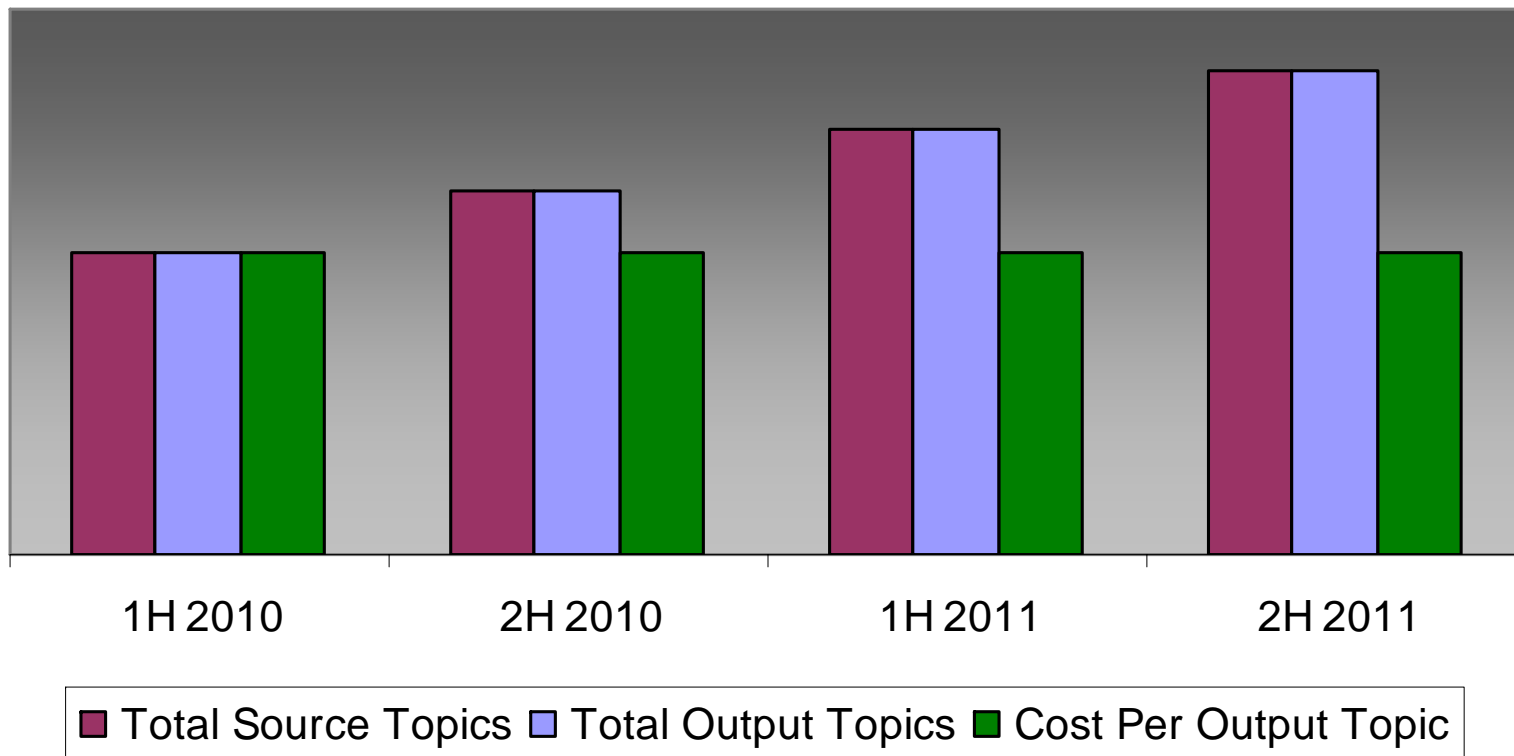


DITA Reuse/Repurposing Examples



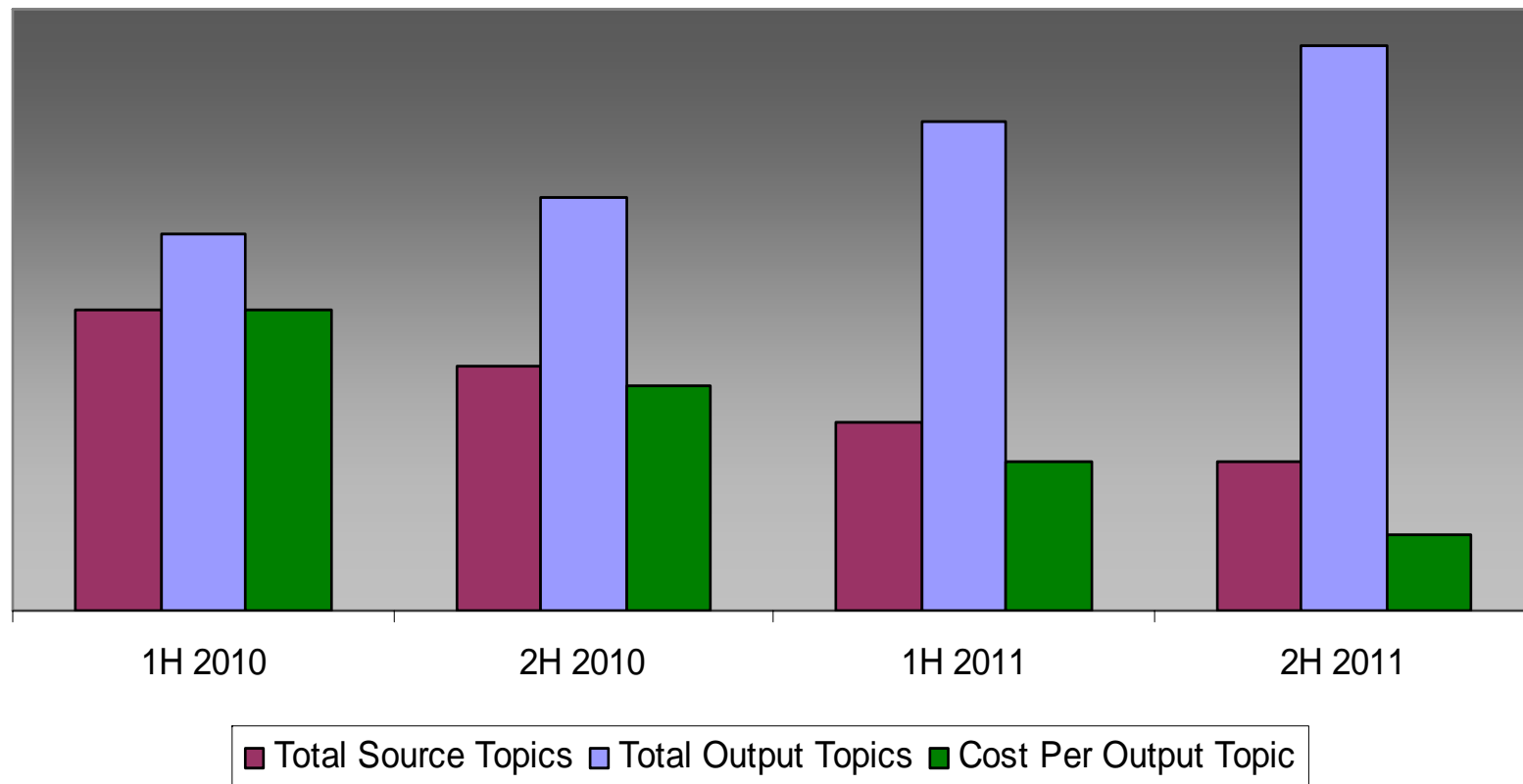
More Source + More Output = More \$

Projected Results from Word or Frame Development



Less Source + More Output = \$ Savings

Projected Results from Implementing DITA



Is DITA Right for Your Organization?

Do you need to...

- A. Increase the amount of customer-facing information while reducing information-development costs?
- B. Increase information consistency within and across products?
- C. Support Agile projects with iterative information deliverables?
- D. Streamline your information-review process?
- E. Reduce translation costs and turnaround time?
- F. Interchange customer-facing information with partners or because of mergers and acquisitions?

Do It Yourself or Get Help?

For a successful DITA implementation, you need:

- Resources with solid knowledge of *and experience with* DITA, transforms, CMSs, and content-reuse strategies
- Resources who can effectively design, implement, and assess a DITA pilot project
- Resource bandwidth to implement DITA, including any legacy content conversion, in parallel with ongoing information development

What SDI Can Do For You

- SDI's consulting team can:
 - Help determine if DITA is right for your organization
 - Design and oversee a DITA or other technology implementation for you
 - Train your people on tools and technologies
 - Provide discounts on selected software, such as Just Systems' XMetaL editor
- SDI's project team can:
 - Implement DITA or other technologies for you
 - Convert legacy content quickly and efficiently
 - Save you information-development costs using our Front Office/Back Office (FOBO) model

Contact Us

To learn more about DITA, upcoming webinars, and how SDI can help your organization, please contact us:

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