

# Author-it: The Value of Content Reuse

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# Introductions

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## About SDI

- ▶ Founded in 1978
- ▶ U.S. offices in NJ (headquarters), NC, NH, MD, IN, and AR; new international offices in Hungary, India, and China
- ▶ Focus on *Making Information Perform!*
- ▶ Authorized Reseller and service provider for Author-it since 2003
- ▶ Three divisions:
  - SDI Intelligent Solutions provides information technology solutions (including Author-it) for our clients
  - SDI Managed Solutions provides traditional documentation services: technical writing, graphics, editorial, course development, training and web design, DITA training and front office/back office services for global clients
  - SDI Government Solutions provides services for government and Department of Defense clients

## About Author-it

- ▶ The Company:
  - Based in New Zealand
  - Founded in 1996
  - Current release: Author-it 5.0
- ▶ The Philosophy:
  - Manage content components for single sourcing
  - Make reuse easy
  - Fit the way real writers work
  - Publish automatically to multiple output formats
- ▶ The Technology:
  - Object-oriented libraries
  - Jet or SQL Server database

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## Our Agenda

- ▶ How organizations create and manage content
- ▶ Multi-channel publishing
- ▶ Sharing content
- ▶ Brief overview of Author-it
- ▶ The organizational long view
- ▶ Return on investment
- ▶ Managing translations
- ▶ Questions and discussion

## How Do You Create Content Now?

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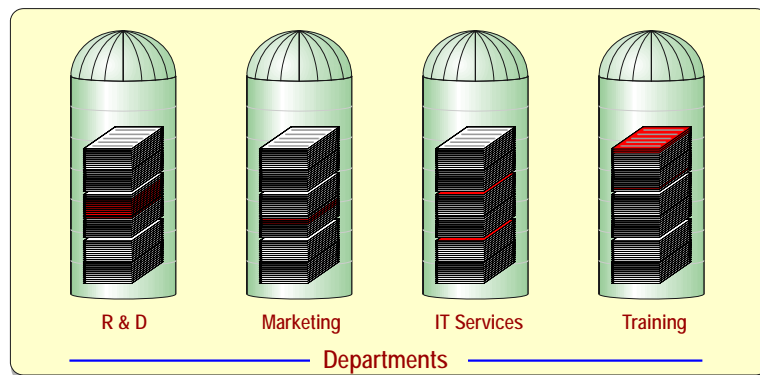
## Content across the Organization

- ▶ Different departments create content
- ▶ Similar (but not identical) content is often created by writers in different departments
- ▶ Different versions of the same information may exist, with inconsistencies and (often) errors
- ▶ Implementing an architecture for sharing content can:
  - Improve efficiency
  - Promote better communication and collaboration
  - Improve consistency and quality

# How Organizations Create Content

## Information Silos

- ◆ Poor exchange of information
- ◆ Duplication of effort
- ◆ Factual inconsistencies
- ◆ No common standards



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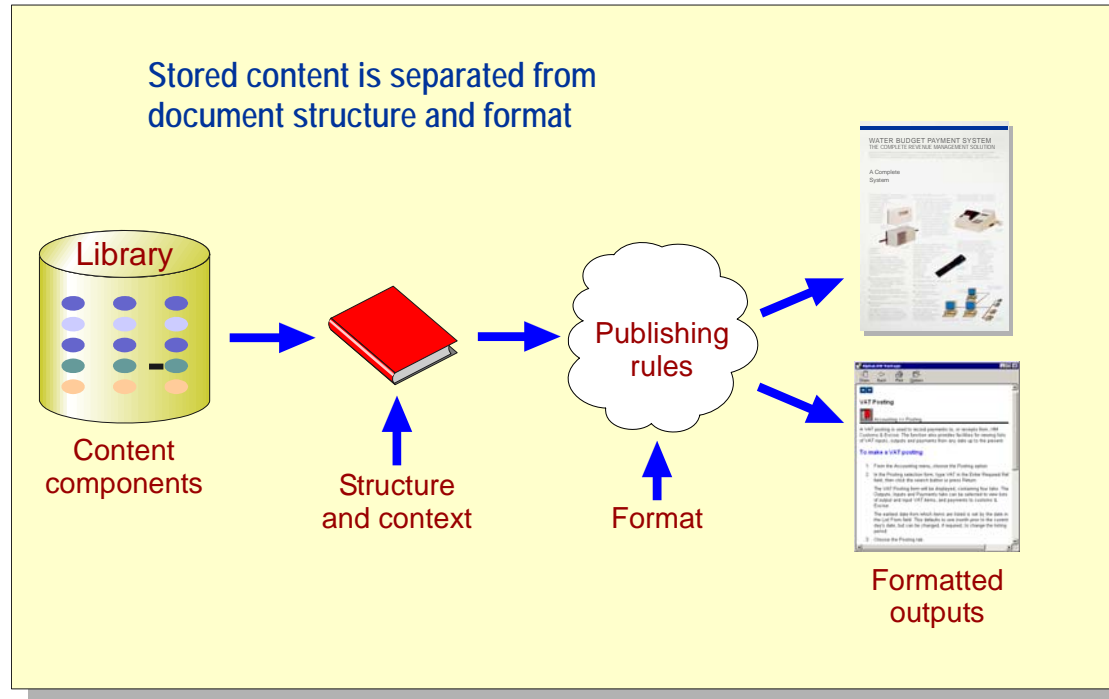
# Multi-Channel Publishing

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## Multi-Channel Publishing

- ▶ Publish to the Web
- ▶ Publish to Help
- ▶ Publish to standard print formats
- ▶ Publish HTML presentations

# Separating Content from Formatting



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## This Presentation Is Reuseable!

- ▶ Slides used for many different presentations
- ▶ Graphics and other content in slides reused in different documents
- ▶ Slides used in training presentations and training guides
- ▶ HTML slide format reused for other presentations

# Sharing Content

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## Single Source Authoring

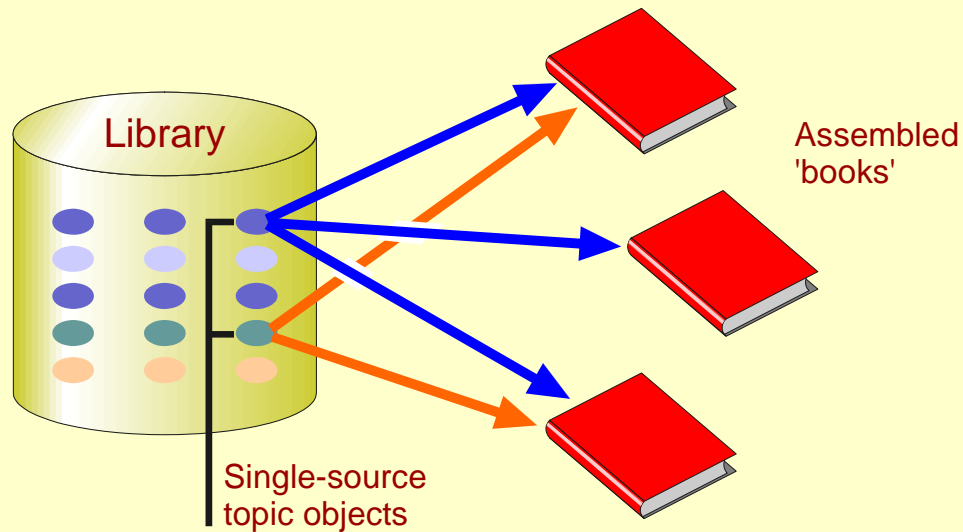
- ▶ Publish to different media (print, web, help, presentations)
- ▶ Reuse content in different documents
- ▶ Make changes to content in one place
- ▶ Provide collaborative authoring environment
- ▶ Track relationships among content objects

## Benefits of Single Sourcing

- ▶ Greater efficiency in authoring
- ▶ Better consistency and control
- ▶ Division of labor
- ▶ Opportunities for learning and growth
- ▶ Increased value of content across the organization

## Reusing Content Objects

Content components can be used in any number of documents without copying



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## Overview of Author-it

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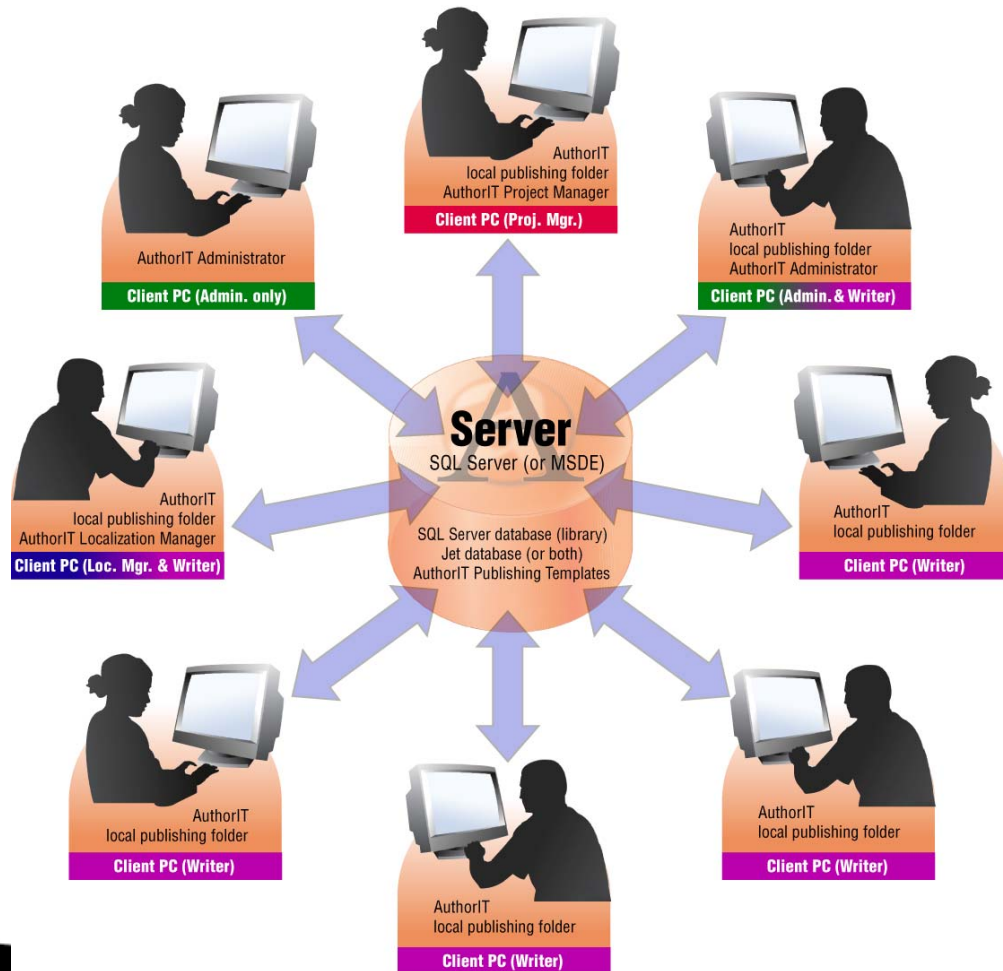
## Features and Benefits

- ▶ Collaborative authoring with secure access control
- ▶ Support for consistency in authoring
- ▶ Automated publishing (print, web, help, HTML presentations, and DITA XML)
- ▶ Content management features
- ▶ Import existing content
- ▶ XML support for content exchange and localization

## Author-it Design and Technology

- ▶ Content is stored as objects in a relational database
- ▶ Each object has a unique ID
- ▶ History and relationships are tracked
- ▶ Reusable objects include text, graphics, index entries, hyperlinks, books, and other types of content
- ▶ Reuse of content is easy and manageable
- ▶ Minimize overhead of working with the database

# An Example Configuration



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## Author-it Components

- ▶ Base User License (floating) provides core functions (authoring, content management, and publishing)
- ▶ Optional modules:
  - SQL Server Connector (recommended)
  - Localization Manager (users and locales)
  - Xtend (authoring memory)
  - Project Manager
  - Author-it Live (web editor, integration server, and publishing server)
  - Website Manager
  - Offline Authoring
  - MIF Import Filter

## The Organizational Long View

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## Organizational Benefits of Content Reuse

- ▶ Create content once, and share it among:
  - User documentation
  - Training
  - Sales and marketing
  - Customer support
  - Internal policies and procedures
- ▶ Improve collaboration among different departments
- ▶ Improve consistency of content across the organization
- ▶ Provide consistent formatting and branding throughout the organization
- ▶ Highlight the value of content development and management

## Return on Investment

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## Estimating the Cost of Your Current Approach

- ▶ How much content is duplicated in different documents?
- ▶ How long would it take a writer to apply a required change to all copies of the information?
- ▶ How much time do writers spend on formatting?
- ▶ How much time do reviewers and managers spend on document reviews?
- ▶ What is the standard cost for writer, reviewer, and manager time?
- ▶ What is the cost for multiple translations of the same content?
- ▶ What is the cost of formatting by translation vendors?
- ▶ Legal liabilities due to incorrect information?

## Direct Savings

- ▶ Reduced labor costs
- ▶ No reformatting
- ▶ Faster review and approval cycle
- ▶ Reduced translation costs

## Secondary Savings

- ▶ Faster retrieval of source content
- ▶ Greater consistency and accuracy of content
- ▶ Secure access control
- ▶ Improved formatting consistency and branding
- ▶ Faster time to market
- ▶ Project management aids

## Organizational Benefits

- ▶ Improved flow of content across departmental boundaries
- ▶ Better communication and collaboration among departments
- ▶ Consistent information for customers, reducing operational issues and requirements for customer support
- ▶ Opportunities to deliver more customized deliverables for specific customers and partners
- ▶ Enhanced opportunities for innovation and new information products

## Investment

- ▶ Analysis of content and workflow
- ▶ Cost of software licenses and support
- ▶ Installation and configuration
- ▶ Importing legacy content
- ▶ Creating custom publishing templates for print and electronic deliverables
- ▶ Learning curve for writers to use new tools
- ▶ Training

## ROI Examples

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## Savings in Production Time

- ▶ Author-it saved 2.16 hours per page compared to process using conversion between print and help formats
- ▶ Over 64 pages of content
- ▶ Total project savings of 138.5 hours
- ▶ Cost of \$43.50 per hour for mid-level technical writer
- ▶ Over \$6000 saved

## Personnel Costs, Production Cycle, and Review Time

- ▶ 40% savings in personnel costs
- ▶ 3 weeks gained in production cycle
- ▶ 40-60% reduction in review time
- ▶ Increased output with fewer staff
- ▶ Savings of \$2.5 million after one year (largely attributed to Author-it)

## Reduced Formatting

- ▶ 30% less headcount
- ▶ Same workload
- ▶ Prior to Author-it, 50% of time on formatting
- ▶ After Author-it, 5% of time on formatting

# Managing Translations

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## Translation and Localization

The Author-it Localization Manager enables you to:

- ▶ Translate at component level
- ▶ Translate repeated content once
- ▶ Translate content once for all media outputs
- ▶ Publish translated content from Author-it (eliminate formatting as part of translation QA)
- ▶ Reduce translation review time
- ▶ Manage updates at component level
- ▶ Multiply cost savings by the number of languages

## Cost of New Translation without Author-it

Traditional process:

- ▶ 1000 topics
- ▶ 200 words/topic
- ▶ Total word count: 200,000
- ▶ Cost/word: \$0.20
- ▶ Total Cost: \$40,000

## Cost of New Translation with Author-it

- ▶ 900 topics (eliminating reused content from translation)
- ▶ 200 words/topic
- ▶ Total word count: 180,000
- ▶ Cost/word: \$0.20
- ▶ Total Cost: \$36,000
- ▶ Savings: \$4000

## Cost of Retranslation without Author-it

- ▶ Words/topic: 200
- ▶ Existing Topics: 1000
  - Word count: 200,000
  - Cost/word: \$0.08
  - Subtotal Cost: \$16,000
- ▶ New/changed topics: 50
  - Word count: 10,000
  - Cost/word: \$0.20
  - Subtotal cost: \$2,000
- ▶ Total Cost: \$18,000

## Cost of Retranslation with Author-it

- ▶ Words/topic: 200
- ▶ New/changed topics: 50
  - Word count: 10,000
  - Cost/word: \$0.20
  - Subtotal cost: \$2,000
- ▶ Existing (unchanged) content not sent for translation
- ▶ Total Cost: \$2,000
- ▶ Savings: \$16,000

## Questions and Discussion

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## Followup

- ▶ Request evaluation licenses for Author-it (including optional modules)
- ▶ Schedule a call to discuss your requirements and get license and service information
- ▶ Information about upcoming webinars, training, and other Author-it services is available at <http://www.sdcorp.com/authorit>
- ▶ Also check our website for PDF and recording of this webinar

## Upcoming Webinars

- ▶ May 22, 2008: Author-it for Evaluators:
  - The argument for content reuse and single sourcing
  - Making the business case
  - Defining your requirements
  - Do you need XML?
  - Conducting a pilot project with Author-it
  - Basics of creating, managing, and publishing reusable content with Author-it
- ▶ We welcome your suggestions for additional webinars!
- ▶ Send comments or suggestions to [jhawkins@sdicorp.com](mailto:jhawkins@sdicorp.com)