



*An independent consulting firm  
specializing in change management,  
documentation, and training*



*The industry's leading cloud solution  
for creating, managing, translating,  
and single-source publishing of DITA  
content*

## **Don't Hide Your Content in a Traditional Help System**

*A case study for implementing a DITA-based HTML5 help system*

# Panel

- Moderator: Dan Dube  
(EVP Cloud Solutions,  
Really Strategies)



- Presenter: Paula Toth  
(Single Sorceress, TechProse)



# **DocZone: The Industry's First SaaS Solution for XML Content Management and Single-Source Publishing**

## **Mission:**

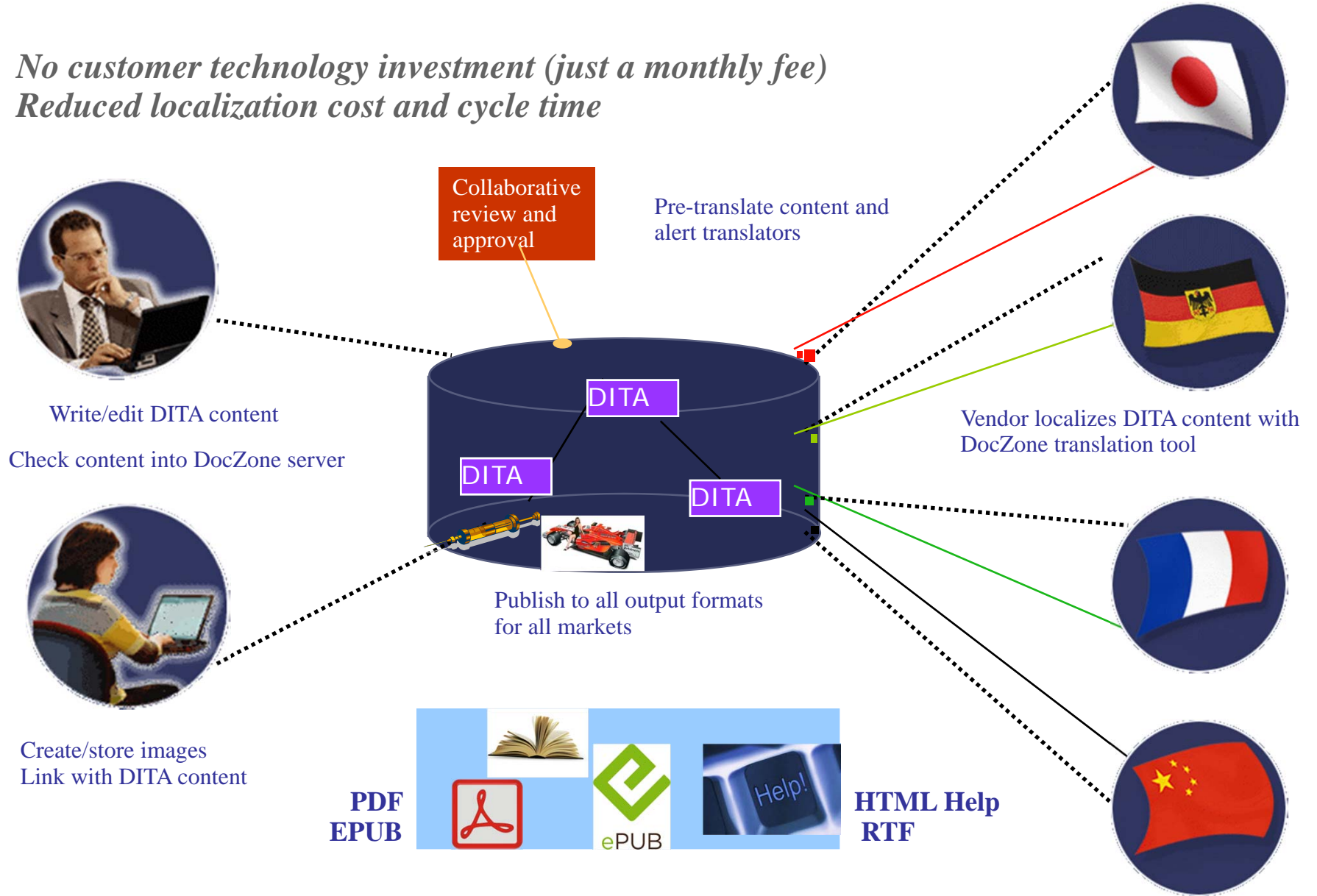
- ◆ *To provide the benefits of XML content management in a “Software as a Service” (SaaS) business model, without the typical overhead associated with large capital software expenditures or months of analysis.*

## **Solution Highlights:**

- ◆ *Foundation of proven, production-ready technology*
- ◆ *Completely based on open standards*
- ◆ *Subscription-based license model*

# How does it work?

*No customer technology investment (just a monthly fee)  
Reduced localization cost and cycle time*



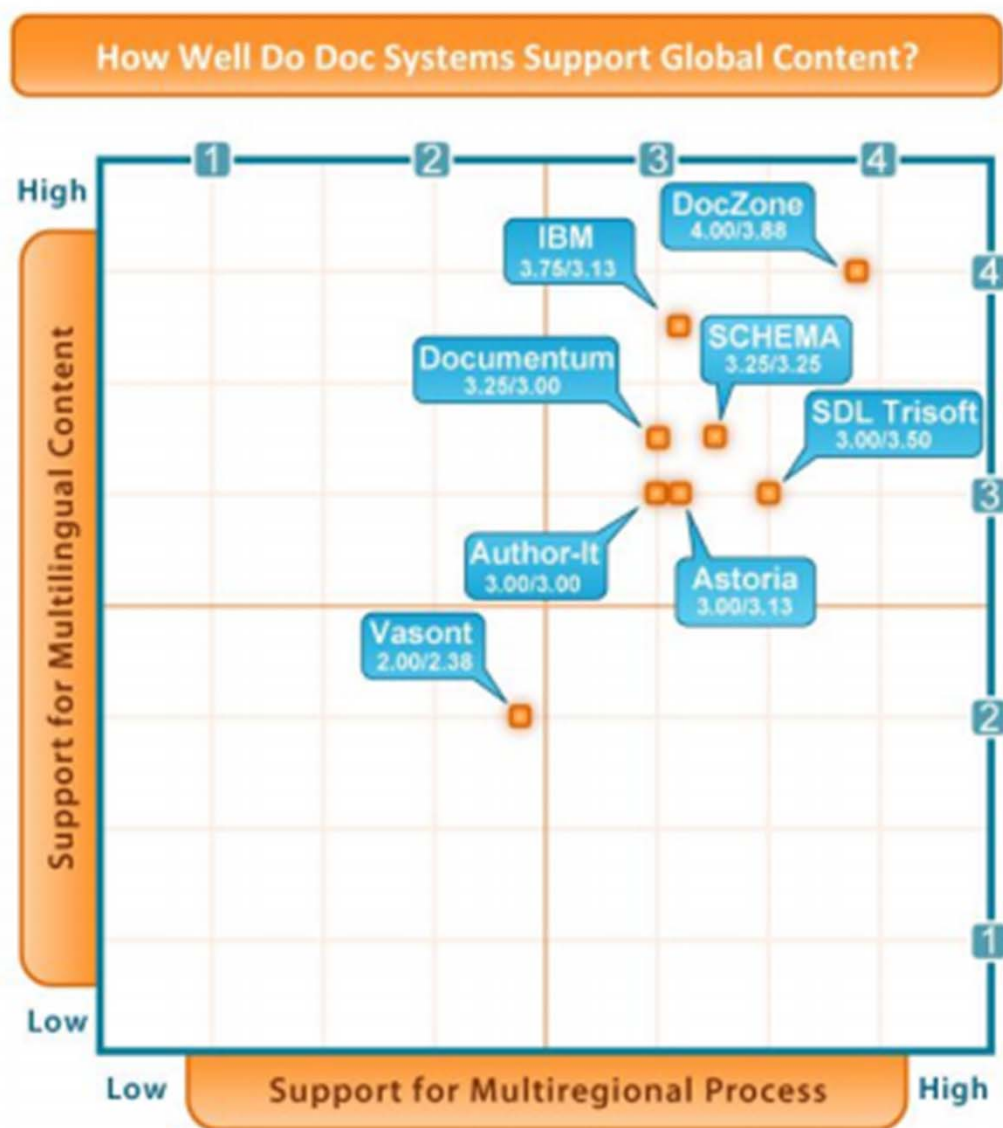


Figure 3: CCM and ECM Rankings for Global Content and Process  
 Source: Common Sense Advisory, Inc.

# Our Client's Pain

---

“We change...when the PAIN of staying the same becomes greater than the pain of changing!”

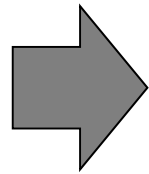
—Henry Cloud



# Our Client's Pain, cont.

---

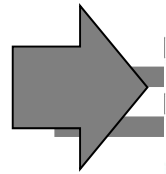
## 1. Time consuming publishing



# Our Client's Pain, cont.

---

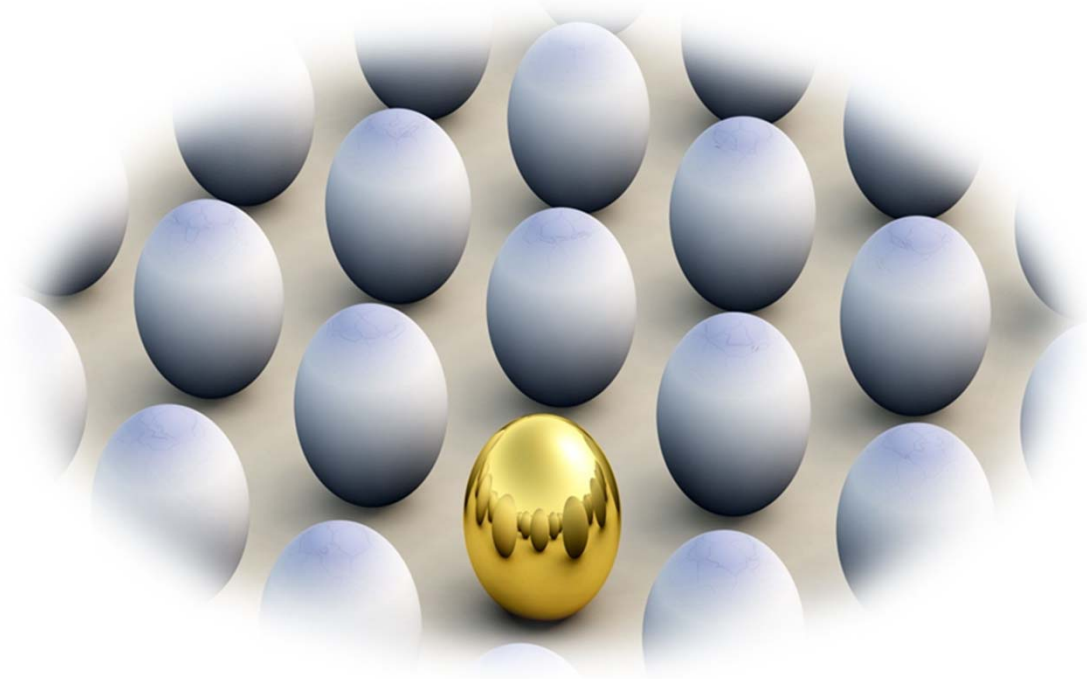
1. Time consuming publishing
2. Inconsistent brand formatting



# Our Client's Pain, cont.

---

1. Time consuming publishing
2. Inconsistent brand formatting
3. Content duplication



# Our Client's Pain, cont.

---

1. Time consuming publishing
2. Inconsistent brand formatting
3. Content duplication
4. Inconclusive search results



# Result of Not Addressing Pain

---

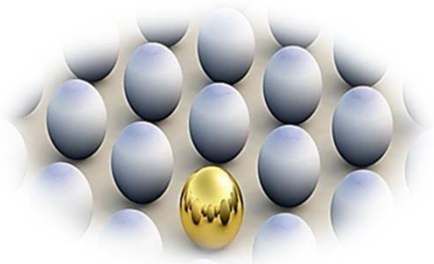
- Delayed time to market
- Inaccurate and inconsistent documentation
- Low user satisfaction ratings
- Increasing support burden



# Solution Key

---

## Content duplication



- Topic-based authoring
- Reuse features for
  - Topics
  - Paragraphs
  - Phrases
  - Rows in tables



# Solution #1

---

Reduce the publishing effort

- Switched from Frame and MadCap Flare to XMetaL authoring and DocZone CMS storage/publishing
- Automated publishing to PDF and online help



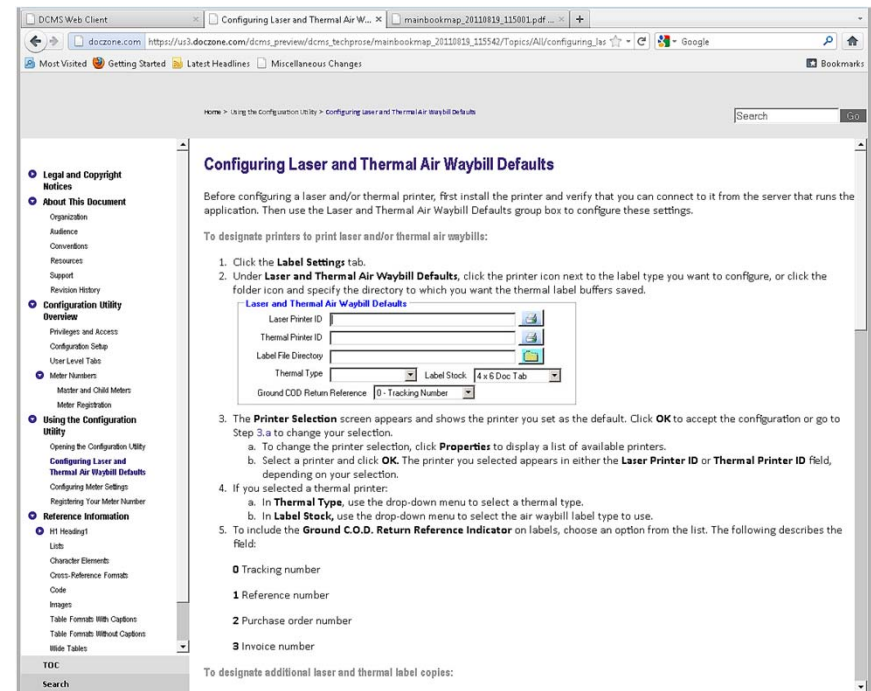
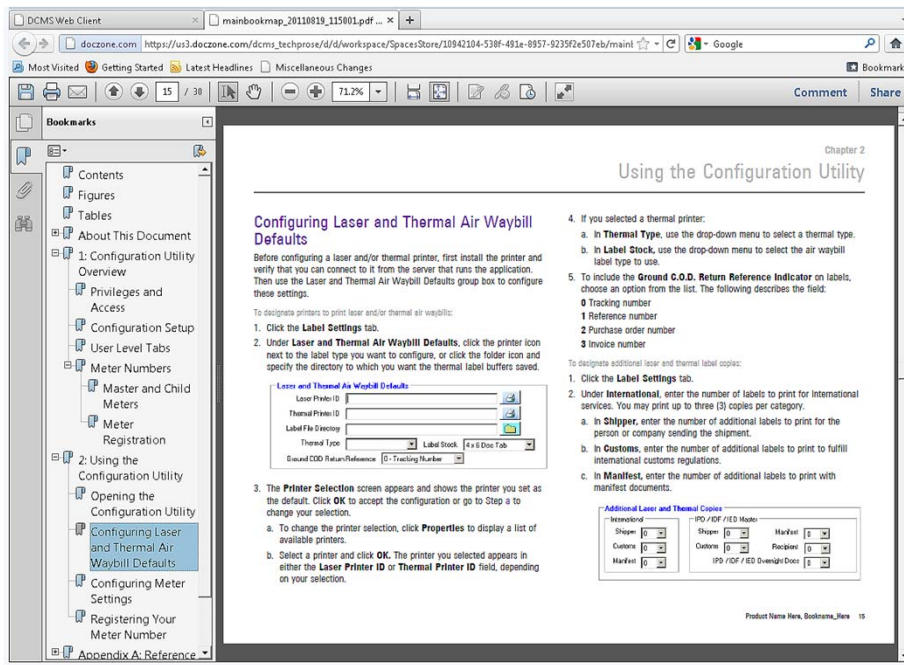
# Solution #2

## Make the brand styling consistent

- Applied consistent brand styling specifications

PDF

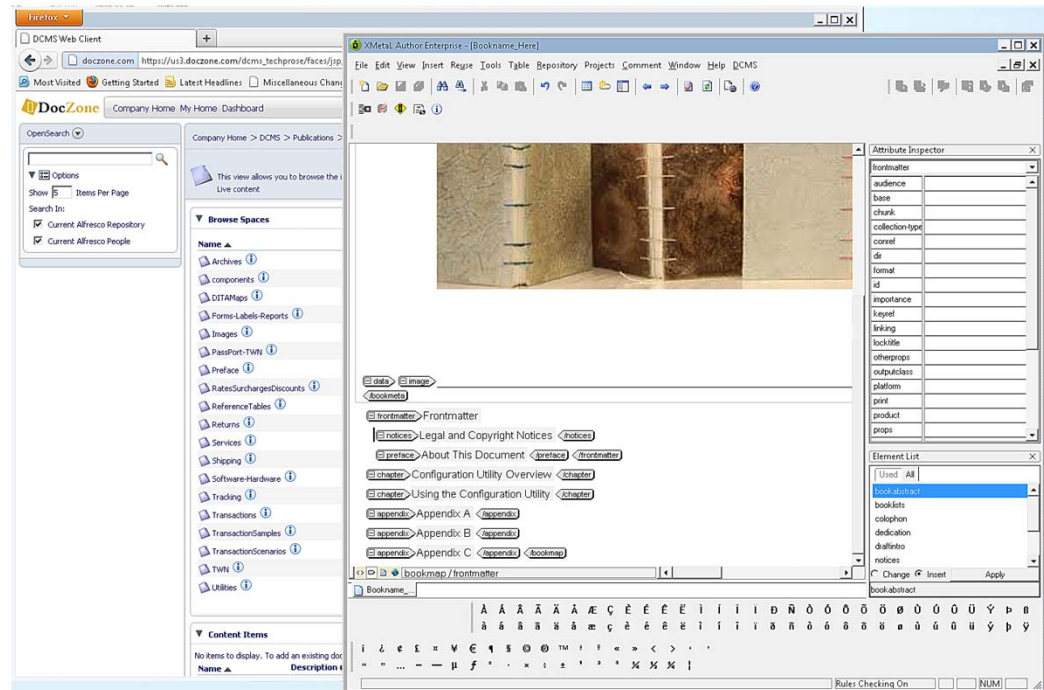
Online Help



# Solution #3

## Reduce duplication

- Applied a content reuse strategy
  - Reusable topics, paragraphs, phrases, table rows
  - Conditions and filtering



# Solution #4

---

## Make content more accessible

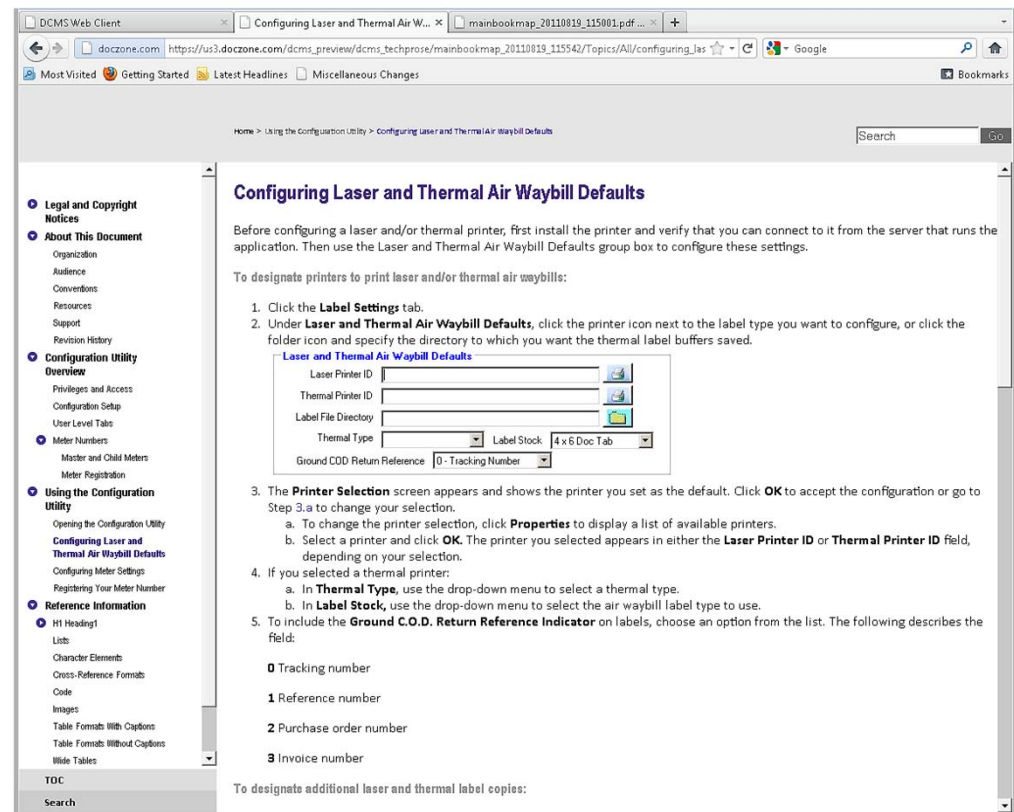
- Provided an HTML5 help system accessible on the Internet

- ❌ Framesets/iFrames
- ❌ Tables used for page formatting
- ❌ Services running on the server
- ❌ Plugins/Flash/Flex
  
- ❌ CHM
- ❌ Robohelp
- ❌ MadCapFlare
- ❌ Adobe Air
- ❌ Eclipse Help



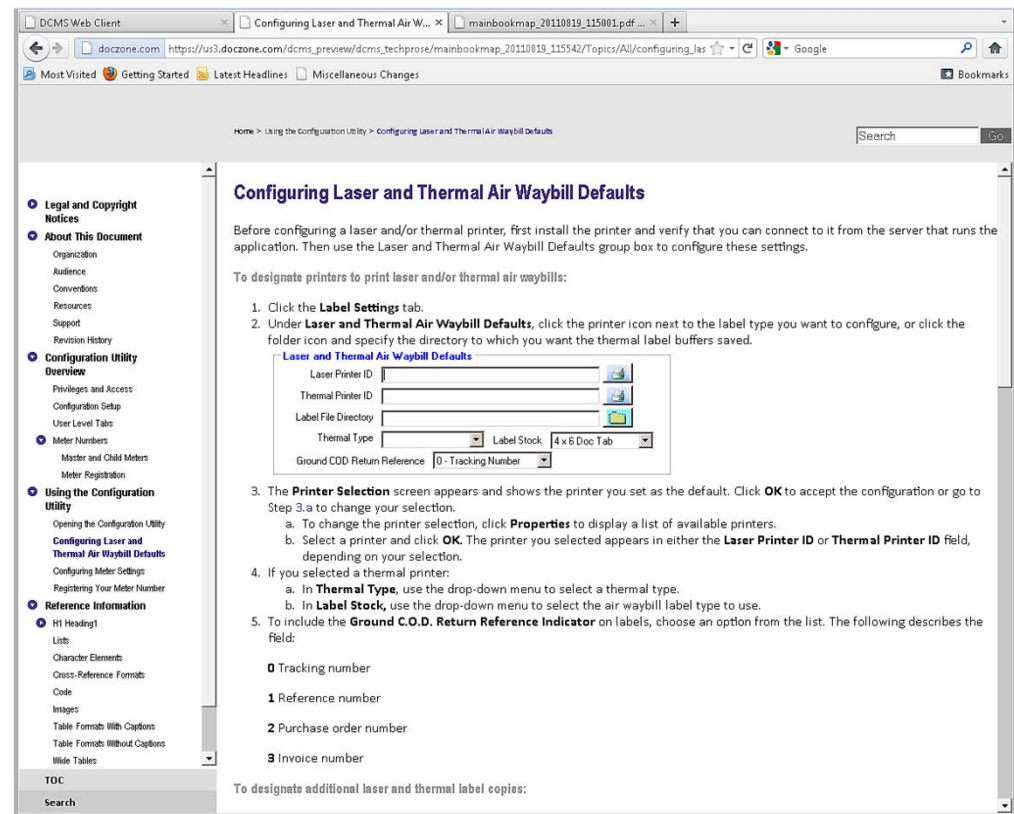
# Solution #4, cont.

- Totally open and accessible to all search engines
- 5 modes of navigation
  - TOC
  - Breadcrumbs
  - Parent and child links
  - Related links
  - Keyword search



# Solution #4, cont.

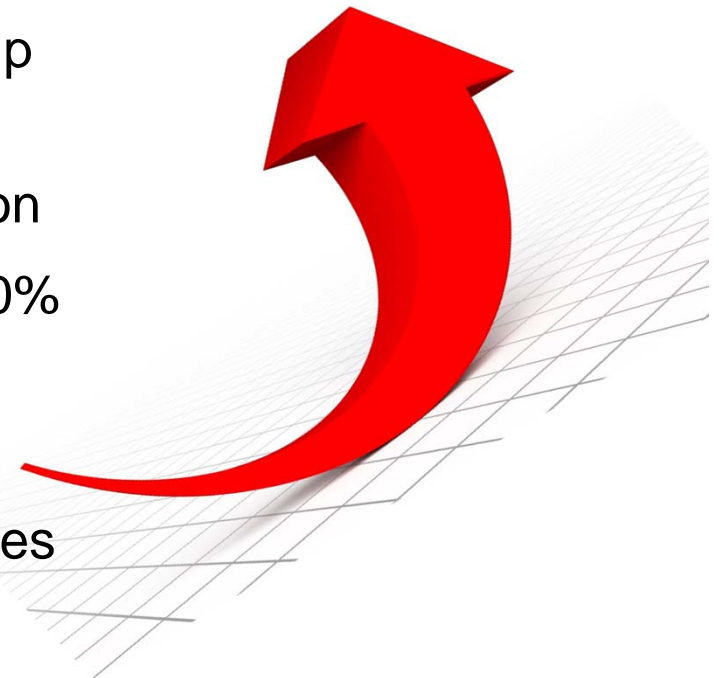
- Supports browser forward and back buttons
- Compatible with
  - Windows XP & Win 7
  - IE 7,8, & 9
  - FireFox
  - Chrome
  - Safari



# Results of Re-Engineering

---

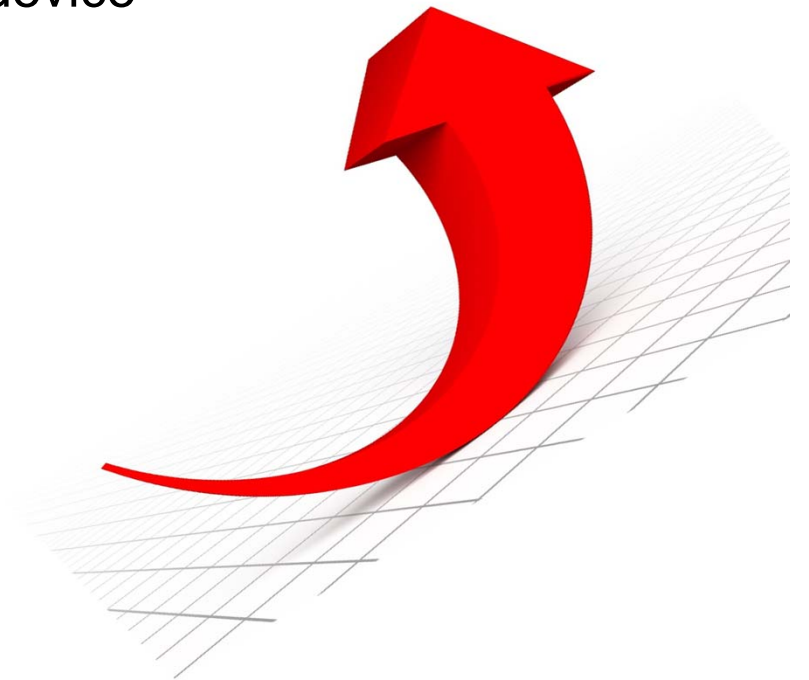
- Automated publishing
  - Decreased cost to update content by 15%
  - Reduced time to output content
    - From 16 to 1.5 hours for PDF
    - From 4 weeks to 15 minutes for online help
- DITA reuse features
  - Enabled authors eliminate content duplication
    - Reduced the words in the repository by 50%
    - Decreased the cost to update content by additional 35%
    - Eliminated inaccuracies and inconsistencies introduced by duplicated content



# Results of Re-Engineering, cont.

---

- Accessible HTML5 help system  
Enabled users to search the Internet
  - Provided immediate answers to questions
  - Provided access to answers from any device
  - Increased user satisfaction ratings



# Summary

---

Why not...

- Automate publishing
- Reuse content
- Open help topics to search engines
- Make help available on any device



# Questions

---



925-956-4215

[WWW.techprose.com](http://www.techprose.com)

[Paula@techprose.com](mailto:Paula@techprose.com)

<http://www.linkedin.com/in/paulatoth>