

# The Simply XML Success Process



***Building strong and lasting partnerships to help you achieve success***

Simply XML™ provides simple, easy to use solutions for creating and publishing XML content from Microsoft® Word. Authoring, managing, and publishing valid XML content with Content Mapper™ minimizes your costs and ensures efficiency across your organization.

We pride ourselves on delivering exceptional value to our customers through our expertise, our high quality products, our pricing structure, and our very positive working relationships. While every customer's specific needs are a bit different, we have found that the process below is a good place to begin communicating with our customers to build strong and lasting partnerships.

We form a team with our customers to focus on:

- Capturing the business issues that are driving you to adopt XML across the enterprise
- Developing a common view of your specific requirements
- Understanding the capabilities and the resources we each bring to the engagement
- Defining the roles and responsibilities of each member of the team
- Achieving the pre-determined technical, business, and financial goals

We are certain that listening, communicating, and working together drives success. Our engagements tend to grow through the following process.

Stage	Name	What Happens	Result
1	Demo and Discussion	Simply XML demonstrates the capabilities of Content Mapper with one of our standard document structures. The customer discusses broad needs, current issues, and environment.	Our work together begins as we communicate to develop a basis for moving forward. We determine which schema is most appropriate for the customer trial.
2	Trial	Customer receives a trial version of Content Mapper with a personal repository and one document structure. We target brief weekly calls to review progress, issues, and questions.	Customer obtains a thorough understanding of the user interface, functionality, and ease of use of Content Mapper.

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3	Determine Solution and Scope	We discuss Content Mapper's standard schemas and their applicability out-of-the-box. If these do not fit, we perform some document and schema analysis to propose custom work for document structures or repositories. We examine your Microsoft Word styles and published documents to broadly assess publishing and legacy conversion issues.	We create a schema outline, a broad understanding of publishing, legacy content and repository integration issues, and a realistic project plan. We structure anticipated costs including license fees, professional services, and training fees at this time.
4	Contracting and Financing	Given economic pressures on all organizations, we work with you in a flexible way to structure the engagement and payments to meet our mutual needs. We review the final statement of work, license documents, and costs.	We both have a clear and agreed-upon set of specifications, expectations, project plan, and financing terms to move forward.
5	Testing	We both test the solution to insure that it conforms to the specifications so that the project goals will be met.	The solution works or may be modified, if necessary, to achieve success.
6	Implementation	This includes deployment of licenses and end user training.	Goals met, happy customer, proud partnership.

Partnerships succeed when there are appropriate skills, good communication, and a commitment to quality, in an environment of mutual respect and support.

**“We want to make it easy for you to work with us.  
There is a reason we call it Simply XML.”**

**Doug Gorman, CEO of Simply XML**