
Simply XML April 2019 Newsletter

This is the Simply XML Newsletter written by Doug Gorman, Founder and CEO of Simply XML, often under the counsel of his canine colleague/muse, Frank.

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Content Mapper Product Enhancements

Frank: *Hey Doug. I appreciate the new Simply XML Security Uniform you gave me for Christmas. However, in my other role as Simply XML Newsletter Muse I need to give you a kick (it will be a low kick, folks, because I'm a dachshund).*

Doug: *You know how busy we have been with sales and product development.*

Frank: *You know the drill, Doug, we tell people stuff, we sell more licenses, and I get more cookies. That's how the Simply XML world of high performance works. I think you should get started on the next issue.*

Doug: *I'm on it, Frank.*

Exciting New Developments

As usual, our development is driven by customers, prospects, and real needs. We've been working in the following areas:

- Edit and review of DITA Maps.
- New and improved repository integrations.
- Import and transform of legacy content to Simply DITA.
- Publishing.
- Other quick hits.

DITA Map Edit and Review

Content Mapper constantly moves content back and forth between MS Word and XML. The action is trivial for a small DITA Topic or Map, but not for a 500-page DITA Map. We've streamlined and improved our DITA Map editing as follows:

- The HTML rendering of the DITA Map now includes images.
- Hundreds of pages in a DITA Map now open very quickly.
- Highlight then click to open DITA Topics from the DITA Map.
- Track changes can be on or off, shown in the preview, or not.
- The TOC can be minimized to create a "very close to MS Word document view."
- Includes better cut and paste functionality.
- Further integration with other editors is possible.

Repository Integrations

Here's what we've been doing:

- Adobe Experience Manager – We've developed a tight integration with AEM based on their REST API. Simply XML is now an active Adobe Partner.

- IBM FileNet – We’ve increased support for IBM Kerberos which is an enterprise-level facility for managing access to many types of content and applications.
- Blurestream Xdocs – Xdocs has a REST API and we are re-writing our connector to take advantage of various features.
- SDL – We are integrating with Tridion Docs for planned release late in Q2 (or so!).
- SharePoint Cloud – We support SharePoint running in the Cloud and have simplified connection and configuration.
- Other Repositories – We are always interested in integrating with other leading CMS and PLM systems so please let us know of your specific needs. (We are wondering about the desire for a DropBox connector!).

Import and Transform of Legacy Content

- Import to DITA Map now includes a facility to automatically place large amounts of content into a hierarchy in one action rather than one at a time for each Topic or Section.
- We’ve created a table-based facility to transform custom Word Styles to Simply DITA.

We now have a dozen repository integrations.

Publishing

- DOTK—We now support up to the latest -- Versions 3.3+
- Miramo PDF Publisher—We’ve enhanced our support for this tool with an ability to output to a list of Miramo template structures which formerly required each to have the name “default.”
- Custom Word Publishing—We have improved our support of Word Templates for publishing and will support Macros and other customizations through professional services.

Other Quick Hits

- Czech- Content Mapper’s UI supports the Czech language.
- SSL Security—To improve security, we are upgrading all of our SSL certificates.
- Oxygen Integration—We continue to make improvements here in support of the round tripping of both DITA content and Oxygen review.

Frank: Good job Doug

Doug: Thanks for your help, Frank, here’s a cookie!



Content Penance and Reform

Frank: Tell our friends where we live, Doug..

Doug: We live and work in a 200 year old Jail.

Frank: I bet you can find and milk a jail analogy for Content Management.

Doug: Great idea, Frank. Here we go.

The Old Dedham Jail

The Dedham Jail (Norfolk County House of Correction) was constructed in 1817. It was expanded and was actively in use until 1992. Here are some jail-intensive points that are relevant to Simply XML's mission.

- It was a jail. People were locked up. They were treated poorly.
- The most famous prisoners were Sacco and Vanzetti. They were anarchists. Some claim that they did not receive a fair trial.
- Sacco and Vanzetti were executed.
- Prison reform and the treatment of prisoners has come a long way since 1817.
- Lots of bad things happened in the jail and some claim that ghosts remain.
- After the turn of this century, the former prison was converted to upscale condominiums. Life is very good at what we call "the Jail."

Is your content in jail?

If your content is in Jail, it is stuck. It can't contribute to the needs of your broader organization. Your content is not going anywhere.

Did your content receive a fair trial?

Maybe it served a single need. Information consumers may have been critical saying that

- They don't understand it.
- It is written in the vernacular of your department (or your personal style.)
- They don't understand it. They can't use it.
- It does not comply with internal policies of government regulations.
- It is structurally incompatible with our other content,
- It can't be published from a single source to multiple media, and
- It is available in only one language.

Has your content already been executed?

Your content may have been executed by your customers, your internal information consumers, your legal department, or even your marketing department long ago. Perhaps no one told you!

Do you need to reform your content?

Your content needs to support information consumers as well as the economic requirements of your organization.

What about ghosts?

Don't let your reform efforts die because some of the content, or problems created by it, are still around.

Can your content live peacefully in a global society?

For your content to be accepted back into a global society, two things need to happen.

1. It needs to be authored with modern topic-based writing techniques
2. It needs to have an XML architecture underneath.

Frank: Let's offer them a cookie, Doug.

Doug: OK, Frank. We would be happy to help anyone deal with content reform. Contact us at "The Jail" with the following address: [Hello@simplyxml.com](mailto>Hello@simplyxml.com).

Simply Tips and Tricks

All of our newsletters provide quick tips and tricks to help you simplify the XML world and beyond. Our tip for April is that reading our Simply XML Newsletter has its own rewards!

In Life:

Take a chance once in awhile.

IN XML:

Read our Newsletter. Send an email to us and tell us how many repositories we integrate with. Those who enter might win a coveted Simply XML Polo Shirt (in a size that we have in stock.)



There's a reason we call it Simply XML.

Simply XML provides simple, easy to use solutions for creating and publishing great content. Creating, managing, and publishing content with our XML editor, Content Mapper, minimizes costs and ensures efficiency across your organization. Learn more at www.simplyxml.com.

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