

Simply XML Newsletter:
Lightweight DITA
Holiday Wish List
XML Tips and Tricks!
Peace be with You



December 2015

Simply XML December 2015 Newsletter

HAPPY HOLIDAYS 2015!



**In 2016 Simply XML's Stork will Deliver
Lightweight DITA to
Content Mapper and Microsoft Word**

Holiday Content Stress

by Doug Gorman

Take Some Lightweight DITA for Quick Relief

Last Sunday, I stayed up well after midnight watching my favorite football team lose in overtime. My best friend (man's best friend!) and colleague Frankfurt (a

dachshund for newcomers to our newsletter) woke me up early the next morning. He wanted to know how the November Edition of the Simply XML Newsletter was coming along. Frank reminded me that it was the last day of November and that the previous Newsletter was published (way back!) in September. "Nice way to start the day, Frank," I said. I told him that I had been busy with two great conferences, Lavacon in New Orleans, and DITA Europe in Munich, but also that there was a lot of end of year purchasing and implementation activity for Content Mapper.

I was feeling a little stressed about the now December Newsletter and then I remembered a recent article on stress that I read in INC Magazine. So I'm happy here to borrow some ideas from Natalie Walters and point you to her very interesting article. <http://www.inc.com/business-insider/5-things-that-stress-people-out-the-most-at-work.html>

Five Things that Stress People out the Most at Work.

Ms. Walters lists these stressful things as

1. Missing Information
2. Problems with prioritization of tasks
3. Unrealistic goals for projects
4. Deadlines often moved around, and
5. Unclear leadership

It strikes me, again, that we are in the Information Age and that the world would be less stressful if we all had access to just enough of the right information, at the right time, in the right delivery method. At some level we all know this, but what makes this well-known solution so difficult to achieve?

Well I think the solution involves people, information, and technology. It has been that way for my whole career. However, there is something **more** important that I will discuss shortly.

Blah, Blah, Blah, Blah, Long story short. Cut to the Chase—We all know that people, information, and technology are the three key components to solve almost any problem in the Information Age.

More Important.....

Here's the **more important**..... Solutions need to be simple, succinct, easy, and appropriate. The technologists will tell you that you need a sophisticated solution involving hundreds of DITA elements, a CMS, authoring tools, metadata, management and control. As I've said in the past, I hate the word sophistication and its derivatives. Webster says that sophisticated means "deprived of native or original simplicity as: highly complicated or developed: complex with a specific mention of

sophisticated electronic devices.“

Is that what you want? Sophisticated solutions? Solutions that are highly complicated?

I would like to think that Content Mapper is “elegant” according to Webster meaning (and I’m not making this up)... “simple and clever.”

We designed Content Mapper, in a very complex way, to be simple and clever for the author and for implementation in the content supply chain. The UI and visible aspects of Content Mapper are so simple, that many of our customers give their authors a demo and a Quick Reference Card and send them off to be productive doing their “real jobs and actual work.”

The Stork is Coming with Lightweight DITA

Our implementation of DITA is also elegant. We hide the XML and the majority of the DITA from authors which allows them to spend their time “simply creating great content.” And in early 2016 the stork will be bringing Lightweight DITA to Content Mapper and Simply XML. It will be a DITA authoring environment for the rest of us, devoid of visible XML, but loaded with the few important features that a billion MS Word users really need.

The words “simple” and “simply” are currently hot in the positioning and advertising world. We are being told that some of the most complicated things in the world are now simple. But the use of the word “simple” needs to get real.

In our opinion organizational stress will decline with the enterprise implementation of an elegant approach to people, information, and technology. And simplicity has to be a lot more (really a lot less) than a marketing buzzword.

Holiday Content Strategy Wish List for Your Content Blizzard?

By Mike O’Malley



With Doug back on task, Frank decided it was time to wander over to my office and make sure that I wasn't goofing off. He has a sixth sense for knowing when I'm about to put my feet up on the desk and lean back, at which point sits attentively and asks if I need some help in anticipated reward of a cookie.

In his job, Frank is also exceptionally knowledgeable about things like content technology and leading organizational change. Now, with my full attention, Frank helps me focus by asking, "Mike, you hear from lots of folks who have responsibility for enterprise content. What do you think is on their Holiday Wish List?"

The Promise of a Standard Enterprise Content Architecture and Intelligent Content

"Well, Frank," I said, "The promise of a standard enterprise content architecture and intelligent content is elusive. We see technical departments using XML and standards with intricately defined outputs to connect engineers, SMEs, and technical staff. In marketing and sales, however, the people and the content are less technical and there seems to be a greater focus on graphics and display with content that is not nearly as complicated. But I think people on the marketing side of the house would like to access and use some of the content on the technical side of the house. And I think that the technical people could take advantage of some of the content that already exists in the marketing and product management areas. This can make sugarplums dance in the heads of everyone who has to get through the endless blizzard of content in their department. And it gets worse when anyone thinks across the entire enterprise. The drifts of content get so high that teams from product management and support, to regulatory & compliance and to content marketing and sales lose sight of each other.

What Business Unit Managers Want

Business unit managers want to see organizational silos melt away. They want to have the workings of the content supply chain visible so that, across the enterprise, content assets that are current and approved may be easily found, reused, adapted and delivered to print, Web and mobile without having to risk slipping on the ice to get there.

"That sounds like a lot to bite off, Mike." Frank's tail was wagging and he smiled as he saw the cookie in my hand. "It certainly is a huge pain, Frank," I replied, "but we are Simply XML." The solution involves a combination of standards and technology that lets everyone in the enterprise use the content supply chain at the most appropriate level of need and technical skill and with the tools they are already comfortable with. We do this by giving authors the option of working in Microsoft

Word or directly in XML and by working along the continuum from simple to technical at the level where it makes the most sense.

Simply XML's Driving Belief

The driving belief behind Simply XML is that the huge component of an organization that uses MS Word can contribute and use content under an XML architecture that is hidden underneath. We helped quite a few organizations accomplish this in 2015 and we are certain that the trend will continue and increase in 2016.

“Thanks for your help, Frank. Here’s a cookie!”

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 December (again!) involves simplicity.

In Life:

Why not minimize the holiday rush and plan to spend some holiday time simply enjoying the season and the people who mean the most to you?

In XML:

Keep it simple, smart-person. Don't let anyone over-complicate your progress toward a modern content supply chain.

Thank you to our customers, partners and staff for the positive energy generated by your purpose, wisdom, and spirit of collaboration. May peace and prosperity be with you. This is our simple wish for you in this holiday season and always.





There's a reason we call it **Simply XML**.

Simply XML provides simple, easy to use solutions for creating and publishing XML 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.

[Request a Free Trial of Content Mapper](#)

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