Simply XML December 2018 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.

We would like to encourage you to pass this along to others and, if they want, they can subscribe with the following link [Subscribe to the Simply XML Newsletter].

We hope you enjoy these newsletters, but if you want to opt out, please unsubscribe at the bottom of the page. We would love to hear your comments. Email us at hello@simplyxml.com.

Life and XML are Full of Tough Choices

Written with My Canine Best Friend, Co-worker, and Muse, Frank:

Frank: *It's been a few months since we published a newsletter, Doug. Let's get one more out by the end of the year.*
Doug: *I've been procrastinating this one, Frank. The last time around some people said our newsletter was too long and others said it was nice to get the level of detail we provided. I'm afraid I recognized the same impossible issue in*

our first draft of this one.

Frank: *So, what are we going to do?*

Doug: *For the first article, we are going to write a brief synopsis here and post a White Paper with more comprehensive coverage on our web site. Here we go!*

Summary

The Content Management Market has entered a new phase of maturity in technical areas. However, there is now an opportunity for substantial growth in the *Rest Of The Organization* (ROTO). An XML content architecture is essential for efficiency, control, reuse, and flexible publishing. Achieving great content management at an enterprise level involves change and trade-offs.

Who wouldn't want to be able to give their readers just enough, just in time, actionable content on the reader's device of choice in the language of choice? What organization would not want to achieve the benefits of control, reuse, and flexible publishing to help both information consumers and the bottom line? The benefits achieved in technical publications departments should be available in other enterprise areas.

Seemingly Impossible Goals

A lot of money has been both spent and saved implementing DITA in Tech Pubs. To be successful in non-technical areas implementation has to be good, fast, and cheap. Implementation in technical publication groups has been very good, but not fast or cheap. Meanwhile Word-based authors in ROTO have been largely without standards, control, or the ability to publish to multiple media.

Trade-offs are Needed to Achieve Good, Fast, and Cheap in Divergent Departments

Technical staff could benefit from ROTO content. ROTO staff could similarly benefit from content developed and available from the technical areas. There needs to be a common approach to content at the level of thinking and creation, but also in underlying structure. The trade-offs need to reach a common ground between simplicity and complexity at the levels of the DITA architecture, tools, training, and cost. XML will be the underlying technical structure for content across the enterprise. There is further coverage of this in our most recent White Paper, available from our website (https://www.simplyxml.com/resources-white-papers.php)

Conclusions:

1. Information consumers of all types want better content (the right information at the right time on the right device localized to their language).
2. At the enterprise level organizations need a common structured writing standard with authoring tools that put XML underneath and out of sight.
3. The least change model is usually the best change model.
4. This can work in a cost-effective way if you KISS the enterprise (Keep It Simple, Smart-person).

Tough choices and reasonable trade-offs lead to happy information consumers and enterprise success.

Frank: *Good job Doug, here's a gold star.*

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

Happy Holidays!
What's New at Simply XML?

Tis a Season to be Jolly!

Frank: *We've had a busy year, Doug. I see more cookies in the jar and I know we have more licensed Content Mapper users than ever. A lot of our development progress has been driven by our customers and sales prospects. Let's tell our readers what's new?*

Doug: You are correct, Frank. We've added a lot of Content Mapper features and support that we hope will be embraced by a much larger Content Mapper audience as content management moves to the enterprise.

Frank: Let's tell them about how Content Mapper's enhanced ability to edit and review larger documents has matured and also about our most recent Partners.

Editing and Review of Larger Documents

About a year ago, Simply XML noted the issues surrounding document review. Our opinion was that no one seemed to have a complete solution. With previous content editing at the Topic level in Content Mapper, the editing of larger documents was problematic. The issue had been the time and resources needed to convert large amounts of content back and for the between Word and XML. Using an HTML

rendering of the larger document, we now provide the ability to edit from DITA Maps and Simply Structured Books. Here are some of the new features:

- Find and Replace—At the Map level, the editor can find strings of text and the editor can decide whether to replace the string. Replacement can be confined to one instance or "replace all." For efficiency, the search and edits are performed directly on the XML source.
- Map View HTML Rendering--From the DITA Map editor, we have added the rendering of images. An editor can scroll through the Map and open a Topic from that interface with a single click. At that point the content would be checked-out from a shared repository. Edits are made from our MS Word UI and the content is saved as valid XML and checked back in.
- CMS check-in/check-out—There needed to be a tradeoff between efficiency and effectiveness with check-out. Our solution is to check out the Map, but only check out the Topics when they are highlighted and opened.
- "Where used" for Content References—From a Conref in a Topic, the editor can navigate directly to the source and either make changes (if authorized) or search the repository to find the other Topics where that content is used. All of this is accomplished from the easy to use Content Mapper user interface.
- Offline editing – To facilitate offline editing, we are developing advances in the relationship between CMSs and our File System Repository. We are working on a seamless ability to check out content with immediate availability offline from our File System Repository. This will promote offline editing facilities for people who are travelling or those who cannot easily connect to the repository through the Internet.

Recent Partnerships

Simply XML's primary business model is to work with and through CMS providers, systems integrators and consultants. Our Partners are highlighted on our web site (https://www.simplyxml.com/about-partners.php). Here are some recent additions:

- Adobe—We have become Adobe Partners and have integrated with Adobe Experience Manager (AEM) to provide round trip content creation and editing from Content Mapper.
- DITA Strategies—Recognizing the expanding need for content management beyond Tech Pubs, we are working with Amber Swope and her team to meet this growing need.
- IBM—After integrating Content Mapper with FileNet, we have partnered with IBM to serve the substantial needs of a large European healthcare system.
- Single Sourcing Solutions—Simply XML has worked with a number of Arbortext customers to allow editing with Content Mapper. There is a need for less-technical staff to be able to edit content for WindChill.

We wish you peace this holiday season and happiness and prosperity in the new year.

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 is about the holidays.

In Life:

Relax and enjoy the holidays. Give someone a personal gift. Donate to a worthy cause. Take a break and have a cookie.

IN XML:

Relax and enjoy the ride to enterprise content management. Let us know if we can help you. Celebrate your success along the way with a cookie, or two.

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.

Simply XML, LLC.
Tel: +1 (781) 801-9255
Email: hello@simplyxml.com
www.simplyxml.com