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## Simply XML July 2020 Newsletter

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

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### Enterprise Content Management It's Complicated

**Frank:** Hey, Doug! We should tell people what we've been doing.

**Doug:** As you know, Frank, we are always thinking about the implementation of Content Mapper with Simply DITA or another XML architecture across large organizations. We've often seen frustration from technical or user departments when trying to adopt DITA more broadly.

**Frank:** It often fails, doesn't it?

**Doug:** Yes, Frank. It seems that DITA has achieved good value and is a great solution for well-funded technical departments. It is at least curious that very little of our revenue comes from Tech Pubs. The bulk of our revenue comes from non-technical departments that need to develop and manage high value content to improve understanding, reader action, or compliance. We are making some sales where Content Mapper will be an editor for non-technical, MS Word-based authors across a breadth of areas.

I've been working on a white paper that discusses content management beyond Tech Pubs. There is a summary below and the complete paper is available in the Resources Section of our web site.

**The White Paper is called: *Enterprise Content Management – It's Complicated.***

## Summary

It is a complicated world of people, information, technology, and ideas. Beyond people working more productively these days, large organizations need to make their content work better across the enterprise. But most people and content are stuck in silos, searching for solutions that work and produce value. Our "Keep It Simple Smart-person" approach can help. A wise philosopher opines that "It's complicated really means that it's dysfunctional!"

# Analytical Framework for Enterprise Content Management

A summary our argument goes like this:

**Goal** – Information consumers want and need just enough, just in time, actionable content in their language of choice and on their device of choice. Value can be derived from productive customers and an improved brand as well as internal efficiencies from reuse and single source publishing.

**Information Age Content** – Organizations have important content that can meet either general or specialized content. Some must serve the requirements of both.

**Problems** – The larger enterprise content supply chain does not work well for either general or specialized needs. There are disconnects between actual requirements and productive solutions at many levels.

**Content Silos** – In a large organization there are many silos acting independently in each's own best interest. A focus on department results has both strengthened and perpetuated these silos.'

**Blind Spots** – There needs to be more focus on reader needs with topic-based writing and increased computer processing. Complex, granular implementations of DITA in Tech Pubs are too time consuming and costly for non-technical silos and the broader enterprise.

**Enterprise Value** – Organizations, consultants, system integrators, and technology vendors need to embrace simplicity. Each part of the organization should implement everything it needs and nothing more.

**Bottom line** – This approach will produce actionable content for information consumers and an improved brand image for your organization. A topic-based XML content architecture will improve efficiency related to content creation, reuse, and single source publishing.

## Conclusion

The requisite architecture and supporting technology for enterprise content management is available. It will require topic-based authoring and a common vision from technical and line management. Enterprise content management is complicated now, but in an addressable way.

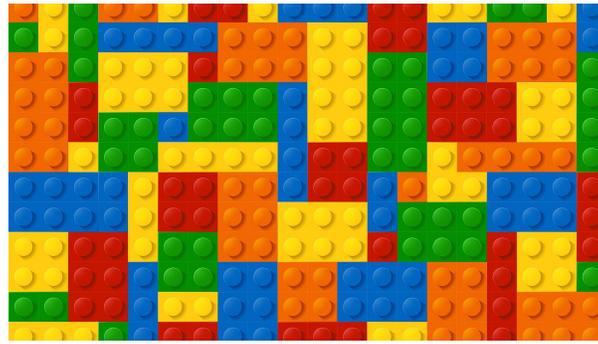
You can download the White Paper by clicking below.

<https://www.simplyxml.com/resources-white-papers.php>.

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[www.simplyxml.com](http://www.simplyxml.com)

**The Information Imperative**  
Socialize Your Information



**Frank:** Hey Doug. You've been helping customers with both structured writing and supporting technology for decades.

**Doug:** Yes, Frank. And it is just as important today as it was years ago.

**Frank:** Why don't you tell our new audience what's next?

**Doug:** OK, Frank. Here goes.

## Overview

People, information, and technology are universal components of the Information Age. Just as organizations need to help their people work better together and remotely, they must now make their information to work better together and remotely.

# The People Imperative -- People Working with People

The current pandemic pressures have forced organizations to let many, most, or all of their employees work remotely. In trying to maintain or even improve productivity, organizations have adopted norms and process to help people deal with the new working environment. In so doing.....

- They have embraced technology – Already committed to improved technology for operations, they have expanded adoption of teleconferencing, instant messaging, CMS systems, web-based marketing, and more.
- They have helped people achieve as much business contact and socialization as possible with virtual physical presence using technology products like GoToMeeting, Zoom, Webex, BlueJeans, Microsoft Teams, and more.
- They have created standards and systems for productively planning, executing, and capturing results from meetings.
- They have seen that some people work fine remotely as individual contributors and that others are energized by working as part of a team. From a team perspective, they are helping people work with people.

This is working. Organizations are finding that people can productively work together remotely. It raises the question of whether any productivity gains and cost savings will be perpetuated in the long run.

# The Information Imperative--Information Working with Information

It is a given that organizations have embraced technology to manage information. There are more issues to deal with here:

- How well does that information work across the organization?
- Is there a recognition that some information consumers need information that can come from disparate parts of the organization?
- Is there general agreement on how to develop, manage, translate, and publish information with both end user needs and your organization's productivity as paramount?
- Does your customer see consistency in your brand when consuming information from your various sources?
- Can you provide just enough of the right information on the information consumer's device of choice in his/her language of choice?

This is not happening in most organizations.

## A Great Analogy is Lego™ Blocks

We need to make our information work like Lego blocks. To do this, we need to do the following:

1. Adopt a Common digital interface system for content. While there are many authoring, repository, and publishing tools, they should all be able to work together. Information requires a common architecture and we believe that the obvious choice is XML. It is not enough to use saws, chisels, glue, and filler to make your content into something recognizable and useful.
2. Adopt a common cognitive interface system for information. This is generally referred to as topic-based writing. Topic based-writing helps authors think about their content including reader purpose, information typing (procedure, process, principle, knowledge topics, etc.), and, of course assembly standards(publishing).
3. At this point, we can assemble our information blocks into a meaningful structure that can be used by information consumers. It will have the right information, but also the right look and feel.

Your information should work like Legos work.

## Simply XML's Position

Simply XML will help:

- We provide and MS Word UI and an XML content architecture. We support Simply DITA, Simply Structured, or we can develop custom XML that can sit under your content as an enterprise XML architecture.
- We provide structured authoring training materials for authors—software for the brain!
- We provide a MS Word Plug-in where the authors see MS Word and the repository sees valid XML.
- We transform MS Word's docx structure to XML.
- We work with many of the most prominent CMS repositories that are an important technology component of the architecture. We are comfortable with metadata, component reuse, single source publishing and other CMS processes that need to make their way beyond Tech Pubs and other highly technical functions.
- We support the separation of content creation from publishing and this is a significant advancement from desktop publishing
- We enhance internal efficiency through information re-use and being able to publish the same material to different media/devices.

Simply XML will implement a simple system let your MS Word 'authors embrace the information imperative. We will minimize your costs though the entire implementation cycle!

## Bottom Line

You can and must socialize your information so that it works nicely with other information. You must take these steps so that information within and beyond various departments can work productively with other information. This information imperative is an essential step in leveraging the three pillars of productivity in the Information Age – people, information, and technology.

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## 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 July is that reading and considering our Simply XML Newsletter has its own rewards!

## In Life:

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Once again, there is no such thing as a free lunch (or a free Simply XML polo shirt)!

## IN XML:

Read our Newsletter. Send some kind of thoughtful comment to [hello@simplyxml.com](mailto:hello@simplyxml.com). We'll send someone a "coveted" Simply XML Polo shirt (in a size 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](http://www.simplyxml.com).

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