



the intelligent content company

Lite DITA+ for Technical Documents

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“pluralitas non est ponenda sine necessitate”

William of Ockham

Topics



- The Challenges of Content Acquisition
- Experiences with DITA
- A New Frame of Reference for Structure & Semantics
- Lite DITA+ as a working solution

The Challenges of Content Acquisition

- Content Acquisition will always
 - Interact with multiple source environments
 - Different organizations
 - Different groups of people
 - Different tools
 - Struggle with these differences
 - The sources cannot be controlled
- Authoring Experiences for Subject Matter Experts
 - You need to work with them & within their world
 - They need to create smarter content to meet demands

Experiences with DITA

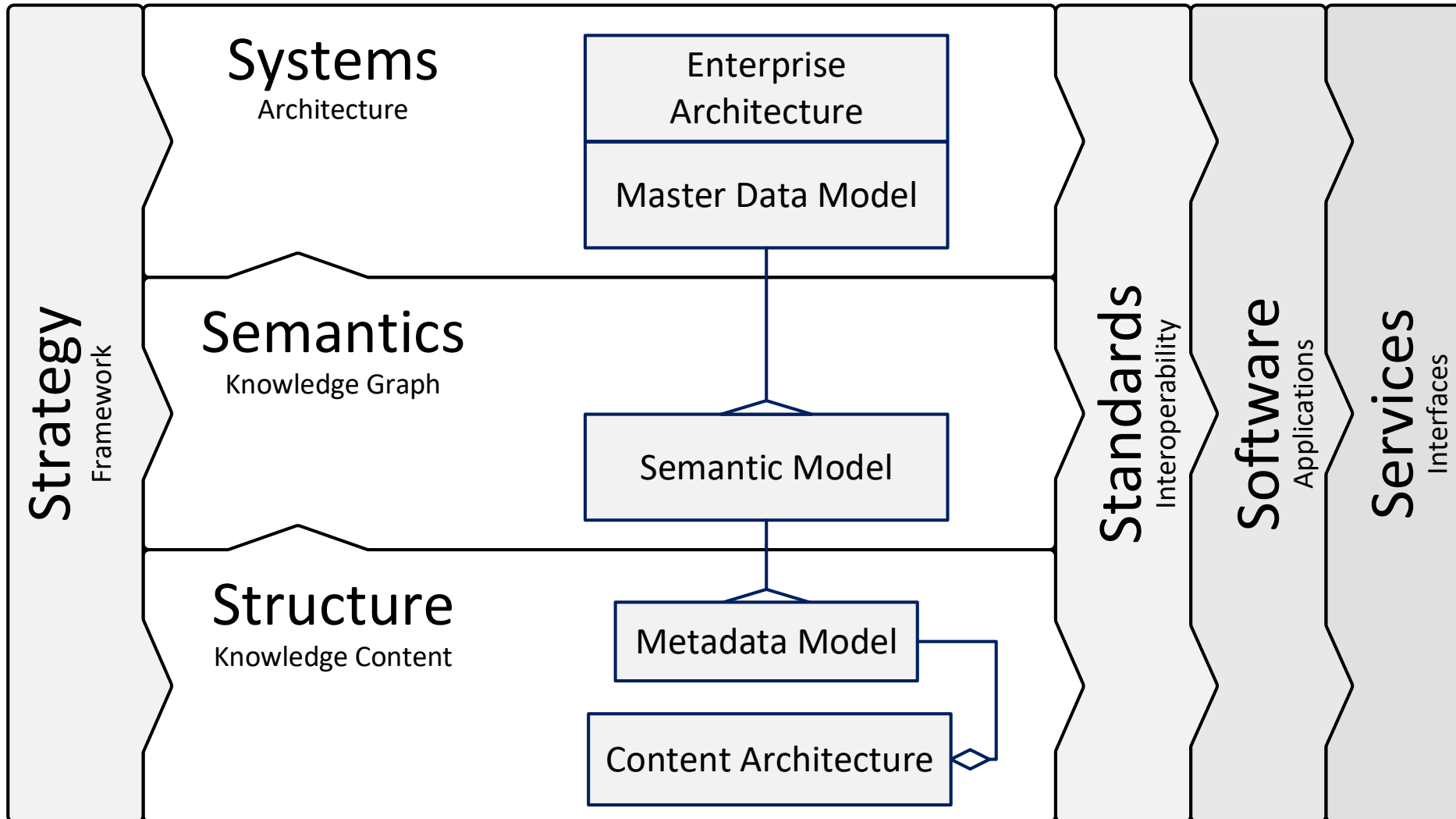
- Out-of-the-box DITA is not the answer
 - Sprawling standard often providing, alternatively
 - Too many options
 - Too many restrictions
 - Reflects very specific application assumptions
 - Note: This is true of any standard
- DITA demands attention
 - Many customers are requesting it
 - Many content technology vendors are promoting it
 - DITA alignment can tap into decent functionality

A New Frame of Reference for Balancing Structure & Semantics

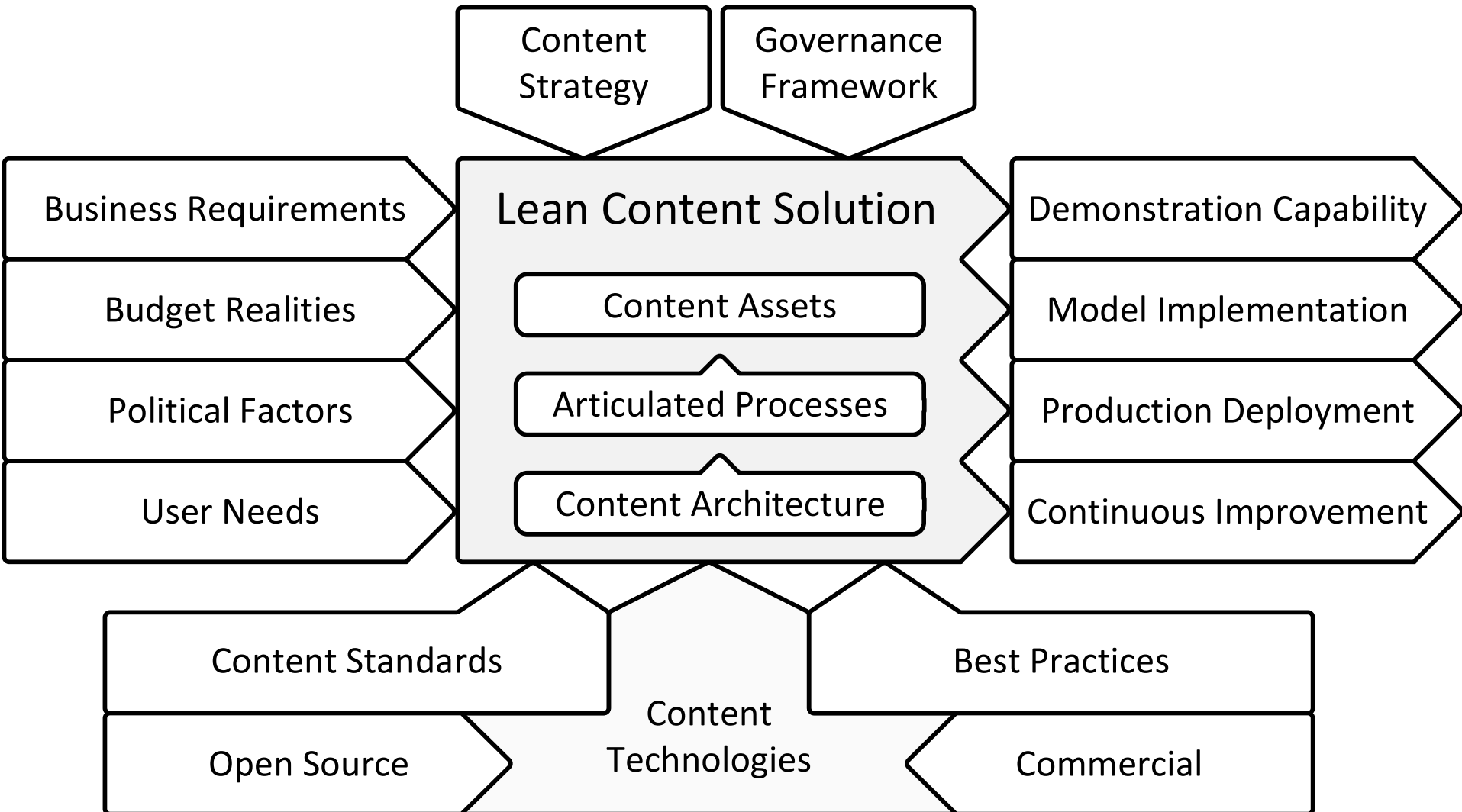


- Overlapping projects led to collaborations
- Framework for managing content solution acquisition
 - Pursuing a scalable & sustainable balance between structure & semantics
 - One that allows content to flow between applications

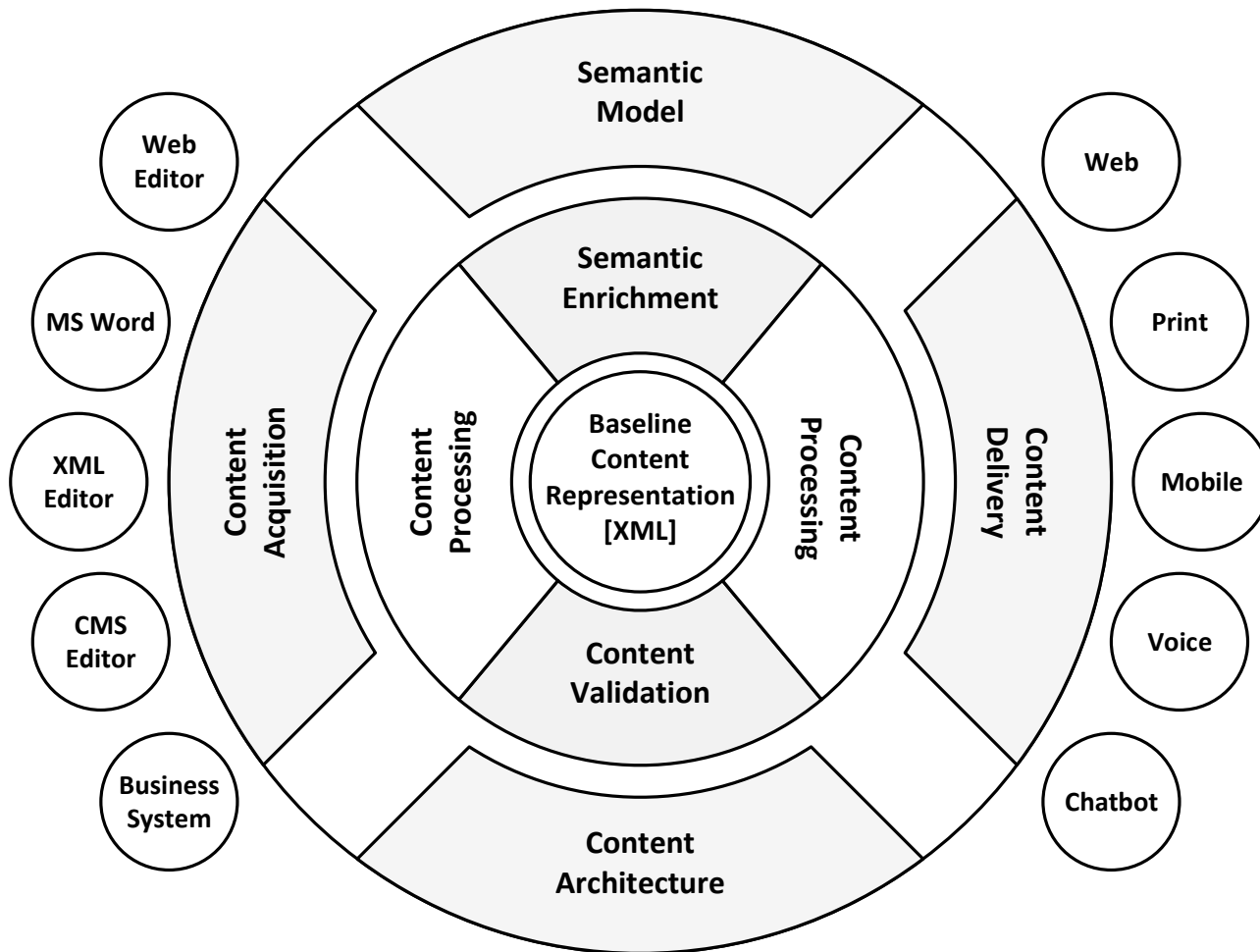
Structure & Semantics within an Enterprise Framework (7 Pillars)



Lean Content Solutions



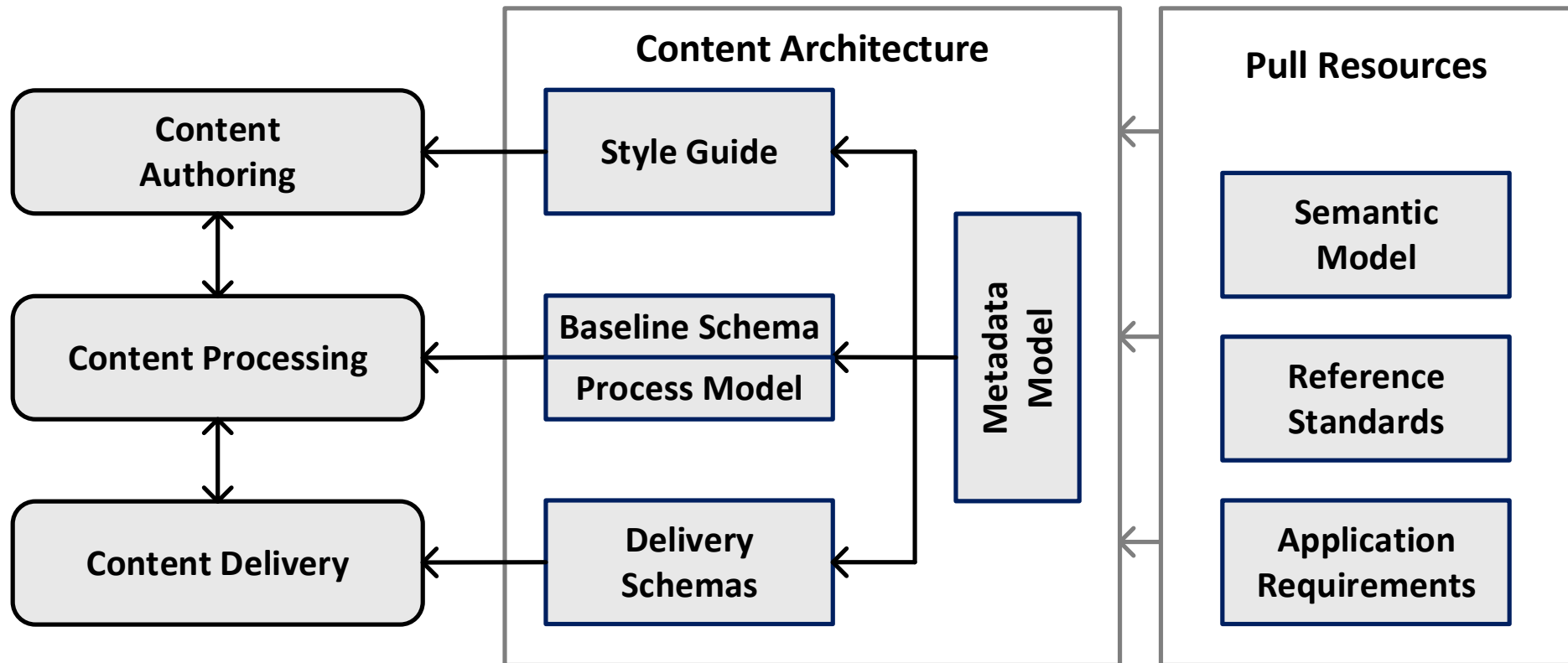
Division of Responsibilities



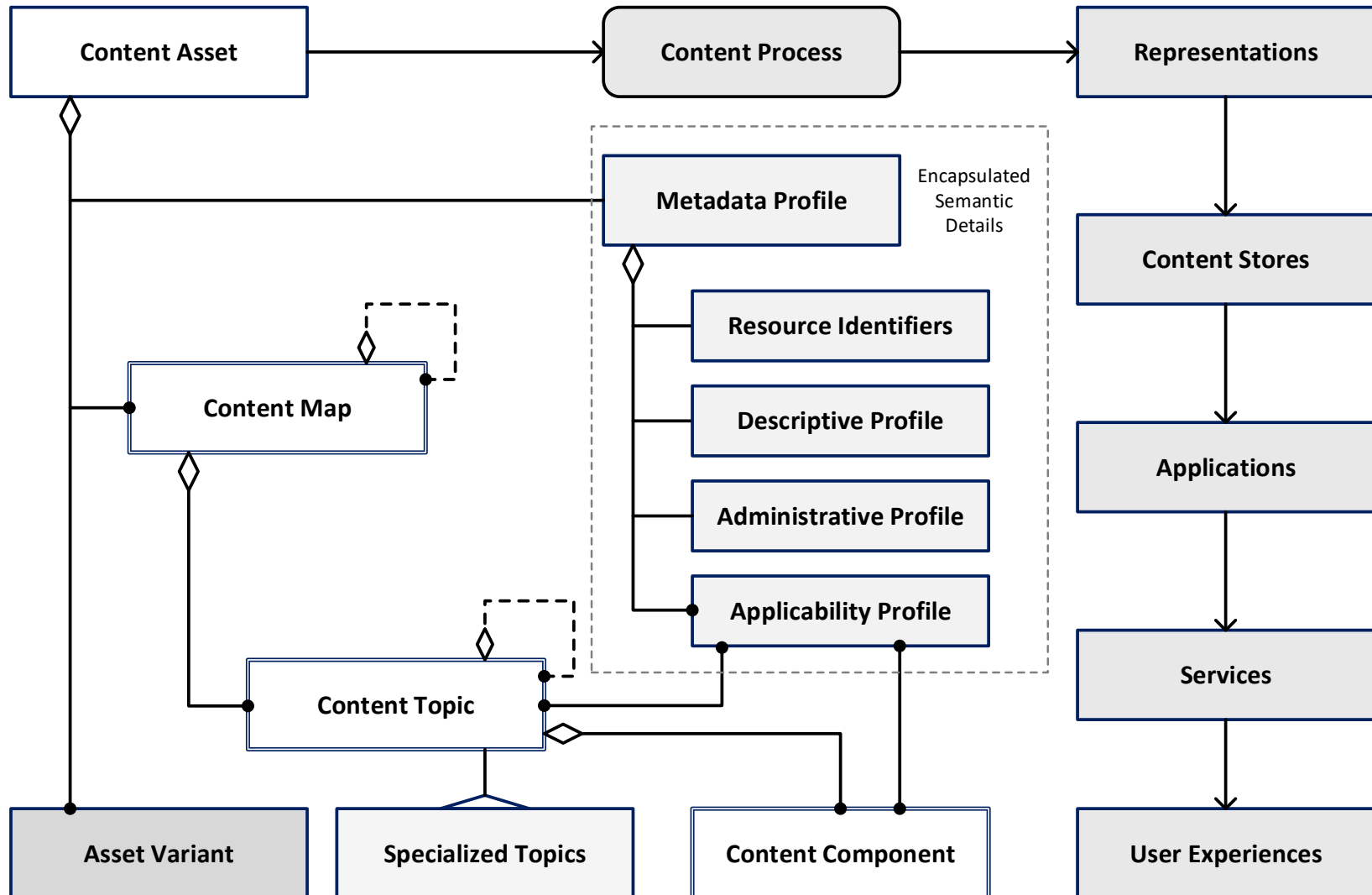
- Content flows between many
 - Authoring tools
 - Delivery channels
- Content Structure
 - Publishing semantic
 - Physical organization
- Semantics
 - Managed & applied separately or
 - Delegated to content layer as metadata

Designing a Content Architecture for the Enterprise

- Need content structures that can move between tools
- Need an approach to semantics that will do the same



DITA can Provide Candidate Content Patterns



Takeaways from the Framework

- DITA can be a productive reference standard
 - Barebones structural skeleton
 - Specialization framework
- Many challenges with DITA can be sidestepped
 - Streamlined (Lean) implementation
 - Selective use of “primitives”
 - “modular” within flattened composite artifacts
 - Metadata encapsulation into
 - Metadata Profile “topics” for (Document) Assets
 - Metadata profiles on content sub-components

Lite DITA+

- Overview of the Lite DITA+ Approach
 - Emerged within a number of customer projects
 - A practical working implementation of the Framework Takeaways
 - Illustrated with an example from a recent customer project



Introducing Lite DITA Plus

- Lite DITA
 - Basic DITA constructs
 - Concepts, Tasks, and References
 - Often a standardization on a single type
 - The core publishing structures (primitives)
 - Lists, paragraphs, titles, tables, figures, and so on
- DITA Plus
 - Metadata / Data extensions as encapsulations
 - Containing the complexity
 - Enabling cross-application portability

DITA Simplification to meet Organizational Needs

Some Specific Examples

- Metadata encapsulation
- Simplified nesting
- Explicit ordering
- Streamlined choices
- Data integration

Developed in conjunction with an enhanced style guide

Metadata Encapsulation

- Metadata is clustered into profiles
 - At the document and component levels
 - Document level contains the preponderance of data
 - Referenced / reused in sub-ordinate component profiles
- In Content Authoring environments (MS Word)
 - Metadata profiles presented as tables
 - Useful for authors / editors
 - Easily completed / updated where necessary
 - Convertible to metadata profile markup

Simplified Nesting

- Nesting is frequently problematic
 - Many enterprise tools do not handle it well
 - Conversion from these tools is consequently hampered
 - Many enterprise tools can only handle “flat” XML
- Posit a simplified nesting
 - A flatter, more sequential structure
 - Multiple modules often contained in a document
 - Can be mapped into different target structures

Explicit Ordering

- Reference models provide broad flexibility
 - Understandably for any *standard*
- Organizations typically have internal standards for many document and data structures *such as*
 - Required sequence of chapters & sections
 - Jurisdictional Address Blocks
- Explicit alignment with Organizational style guide

Streamlined Choices

- Reference models provide broad flexibility
 - Unlimited variability is possible
 - Content variability can be controlled by providing streamlined choices for element
 - Availability
 - Optionality
 - Frequency
 - Ordering
- Standard XML practice & seen in DITA constraints

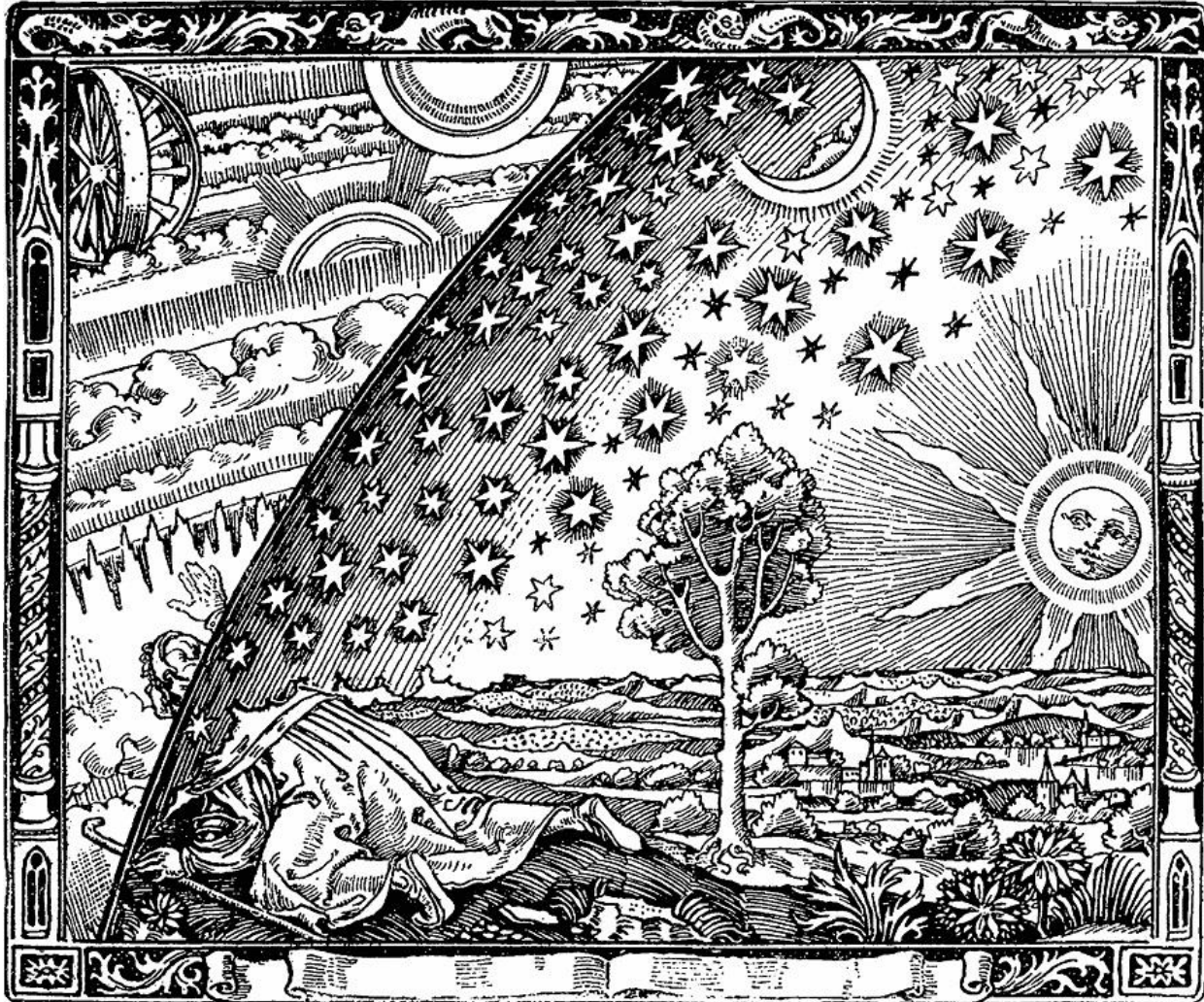
Data Integration

- Reference models often limit
 - The placement of data to specific locations
 - Based on the associated / assumed application behavior
- Encapsulated data units
 - Aligned with organizational standards
 - Must be permissible in locations in the content that are appropriate to organizational standards & needs
- Data units can leverage <data-about> & <data>
 - And specializations thereof

Benefits

- For users
 - Content *authoring experience* can be aligned with organizational standards, available software tools, and intuitive authoring practices
- For content architects
 - Explicit models can be used to control content
 - Separation of concerns between
 - Semantic details
 - Content structures
- For the organization
 - Content assets cost-effectively meet identified needs

Questions





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Thank you!

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I•c•tect (ī-SĒ-tekt):

From: **I**ntelligent **C**ontent Arch**itect**ures.

Maximizing the value of your content
while minimizing cost.