

How DITA Can Advance Your Content Strategy



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What We'll Cover Today

- Introduction
- Content Strategy and DITA
- The growth and spread of DITA
- Well-known reasons for adopting DITA
- Not-so-well-known reasons for adopting DITA
- What to expect from DITA 1.3
- Introduction to Lightweight DITA and DITA 2.0
- Q&A

Who's This Guy?



What I do:

- Work with clients on DITA IA-related issues
- Training on DITA CMS
- Liaison with OASIS; on DITA Adoption and Technical Committees
- Industry researcher
- DITA evangelist
- Also Professor of Information Architecture at the University of Toronto
- Have 10+ Years of experience with DITA XML

Am Also “DITAWriter”

- Industry blog started +4 years ago
- Just over 160,000 hits
- Have regularly updated info on DITA Conferences, DITA Books, Companies Using DITA, DITA CMSes, DITA Editors, other DITA Tools, and DITA Consulting Firms
- News and views on DITA use
- Also features interviews with those making a difference in the world of DITA



The screenshot shows the DITAWriter website interface. At the top, there is a navigation bar with links for ARTICLES, NEWS, INTERVIEWS, WEBINARS, SOFTWARE UPDATES, DITA CONSULTANTS, and ABOUT. A search bar is located on the right. Below the navigation bar is the site's logo, which includes a bird icon and the text "<DITA>Writer". To the right of the logo is the tagline: "Blog, Resource, Interviews and News Relating to DITA XML".

Below the logo, there is a secondary navigation bar with links for DITA CONFERENCES, DITA BOOKS, COMPANIES USING DITA, DITA CMSes, DITA EDITORS, and DITA TOOLS. A search bar is also present on the right side of this bar.

The main content area features a large banner image showing a wooden table being transformed into a wooden chair, with a large black arrow pointing from the table to the chair. Below the image is the text "TURNING THE TABLES WITH DITA 1.3" and the date "September 2nd, 2015".

Below the banner, there are three tabs: "Latest Blogs", "Popular Posts", and "Recommended". The "Latest Blogs" tab is selected, and the featured blog post is "TURNING THE TABLES WITH DITA 1.3". The post includes a small image of the table and chair transformation and a text block that reads: "[This blog post was originally published on the IXIASOFT website on July 27, 2015. It is reproduced here with permission]. This is the first in a series of articles examining aspects of DITA 1.3, aimed at content creators and information architects. Please note".

On the right side of the page, there is a "FOLLOW ME ON TWITTER" section. It includes a "Follow" button and two tweets from Keith S-R (@ditawriter). The first tweet, dated 1 Sep, says: "Just updated the 'Companies Using #DITA' page, now with over 550 companies. ditawriter.com/companies-usin... #techcomm Show Summary". The second tweet, dated 13 Aug, says: "Need help moving to #DITA? Check out the updated DITA Consultants Listing: ditawriter.com/dita-consultan... #techcomm #ditaxml pic.twitter.com/JHEpFun8Oa".

Below the tweets is a "RECENT POSTS" section, which lists "Turning the Tables with DITA 1.3" and "Interview with Anthony Apodaca about Xeditor".

Content Strategy and DITA

Business
Communications

Information Architecture
& Usability



Technical
Communications

DITA has traditionally been thought of as belonging strictly to tech docs, but it can play a significant role in an overall content strategy

Information
Management

Content Strategy is Based Upon:

"A repeatable system that governs the management of content throughout the entire lifecycle."



- Rahel Bailie

DITA + CCMS *Can* Be a Key Component

- DITA is designed around content reuse
- Workflow is a part of most CCMSes
- Structured content offers advantages unstructured content does not
- Content within a CCMS can be managed throughout its lifecycle



Common Objections to Using DITA

- It's only for software companies
- It's too complicated/ has too many tags
- It's only for technical documentation

My answers to these objections:

- Definitely not.
- It doesn't have to be.
- Things are starting to change...

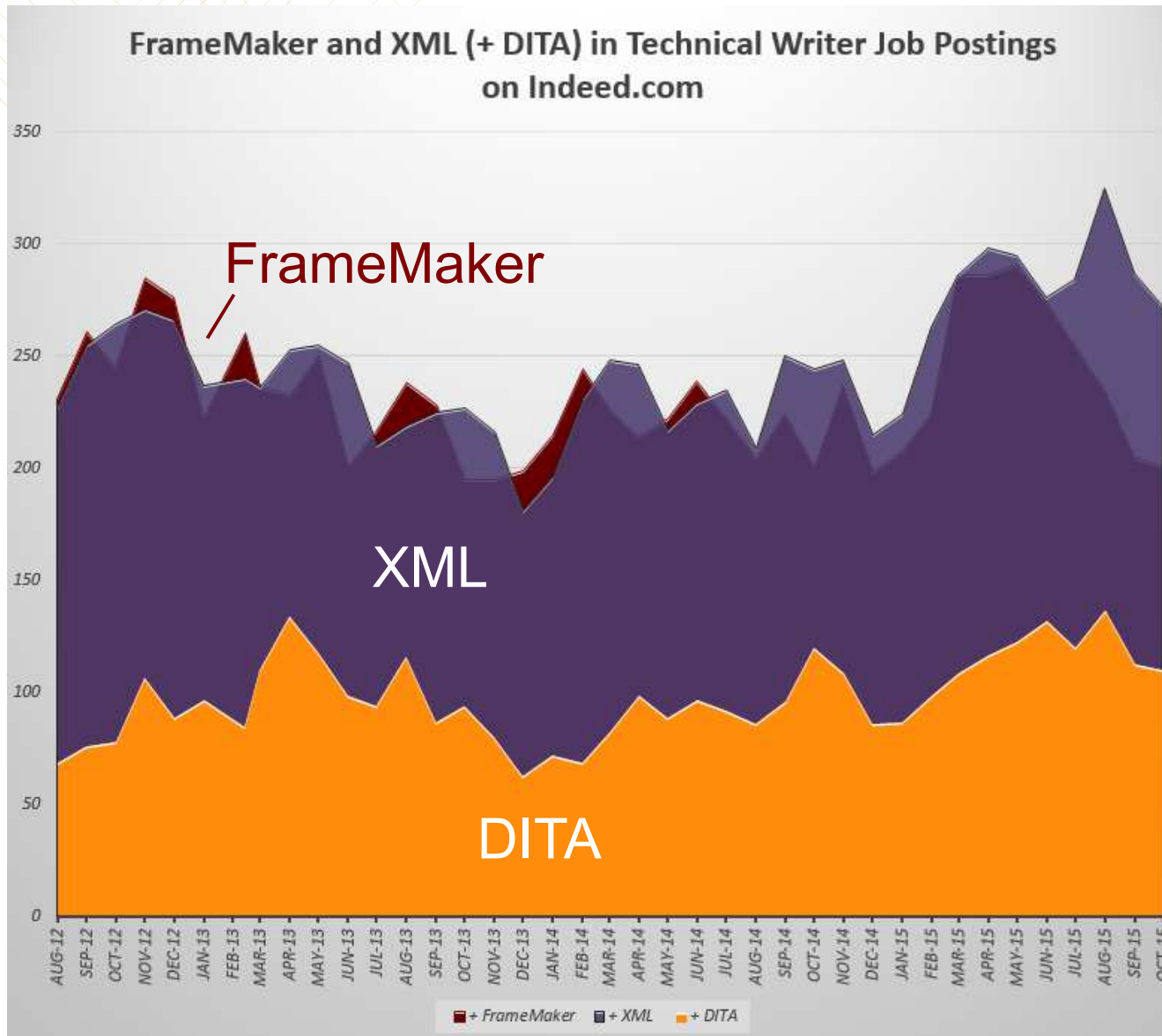


DITA Has Become Fastest-Growing XML Standard

- Currently over 560 firms worldwide are using DITA for their technical documentation (DITAWriter)
- At least 10-15K people claim DITA experience/knowledge (LinkedIn)
- DITA is used by ~5% of all technical writing groups in North America



XML and FrameMaker and DITA



The Effects of the Growth of DITA XML

Growth in tools market to support and effectively manage DITA-based content:

- Including IXIASOFT DITA CMS
- Increase in popularity of DITA-optimized XML editors
- Gradual decline in “traditional” technical writing tools
- More consulting firms specializing in DITA-related services
- Localization companies have also had to adapt

Spread of DITA: Nokia

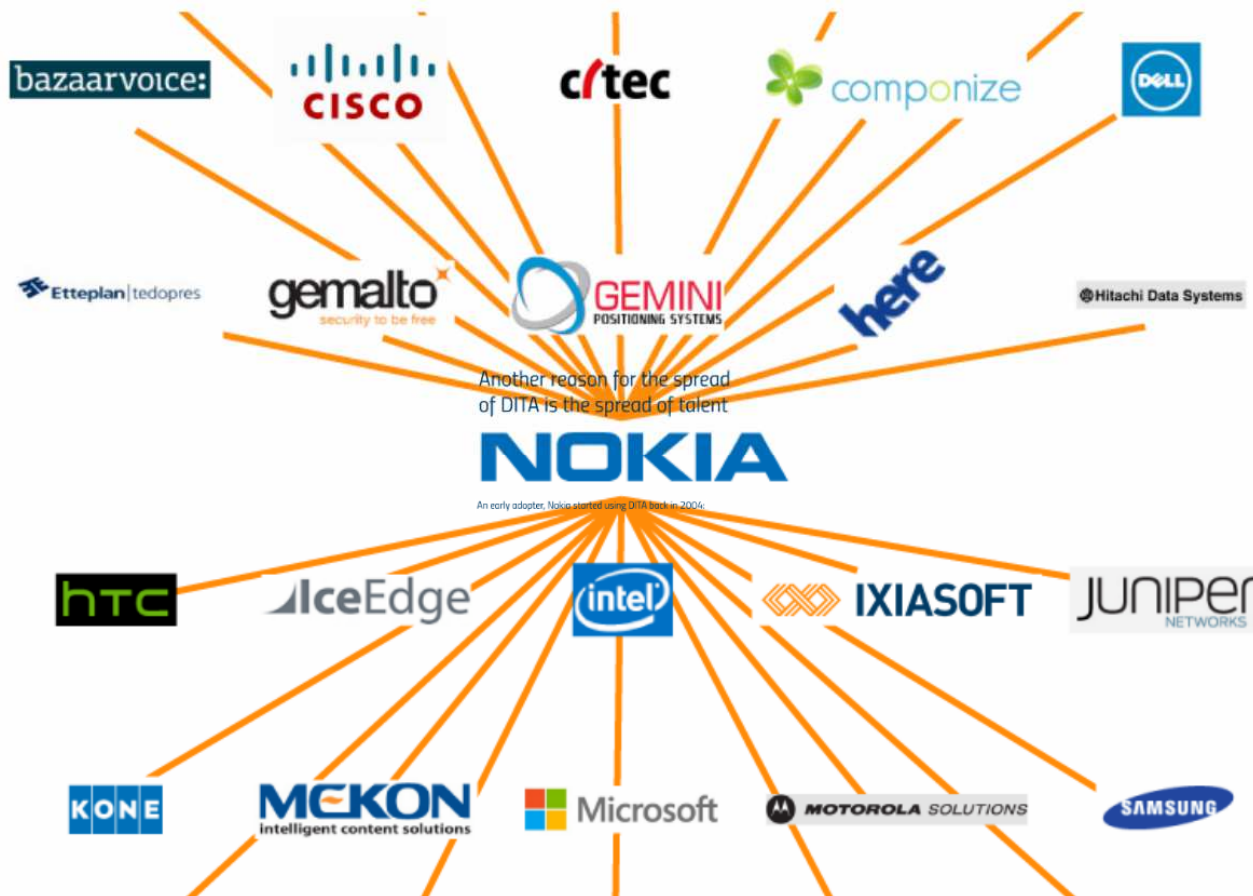
Another reason for the spread of DITA is the spread of talent

NOKIA

An early adopter, Nokia started using DITA back in 2004:

Spread of DITA: Nokia

DITA-using Technical Writers from Nokia have gone on to use DITA at all of these firms:



This is one of the ways in which DITA usage spreads from firm to firm

So Who is Using DITA Today?



A selection from
the 560 firms
using DITA
worldwide

Where Does This Info Come From?

- Emails sent to DITAWriter.com
- Conference abstracts citing DITA
- Tool vendor/CMS case studies
- LinkedIn resume references



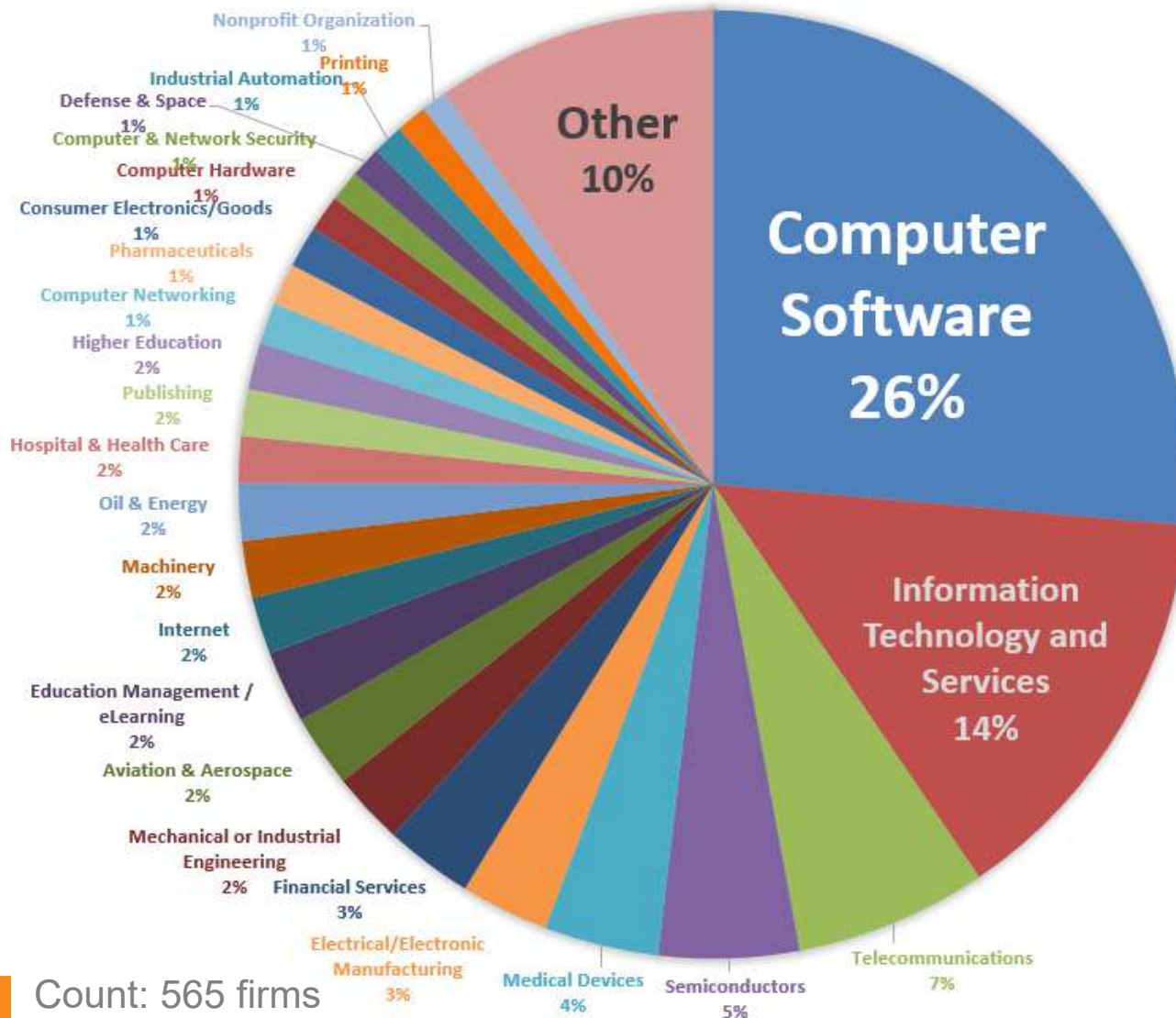
Hello! I'm the documentation lead here at [redacted]. Your list at <http://www.ditawriter.com/companies-using-dita/> was helpful for me in putting together an internal presentation about why we've chosen to use DITA for our docs, including a sampling of other companies that have done the same.

Please add [redacted] to the list! We're a computer software company in San Francisco, California.

Thanks :]

Spread of DITA: Industry Sectors

DITA USAGE BY INDUSTRY SECTOR, Q3 2015



- While computer software comprises the single largest DITA-using sector, it represents roughly 1/4 of all DITA-using firms out there
- Significant adoption of DITA within following sectors:
 - Info Tech
 - Telecomm
 - Semiconductor
 - Medical Device

Count: 565 firms

DITA Use in Software Sector is Significant

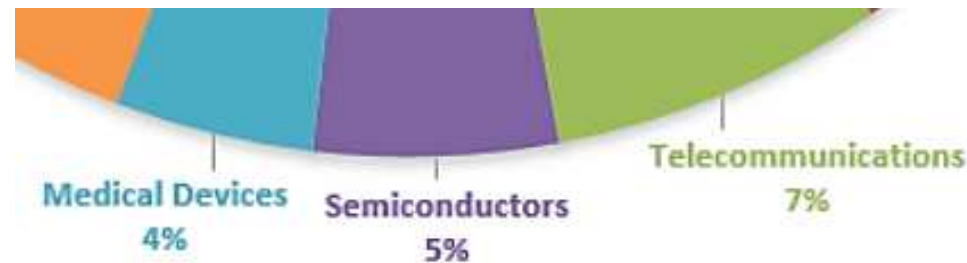
100% of the top 10 software companies are using DITA.

1. Microsoft 65.7
2. Oracle 29.7
3. IBM 29.1
4. SAP 18.9
5. Symantec 6.4
6. EMC 5.6
7. Hewlett-Packard 4.9
8. VMWare 4.8
9. CA Technologies 4.2
10. Salesforce.com 3.8

100%

Ranking data from Investopedia
Software division revenue in \$Billion

Significant DITA Option in Other Sectors



At least 60% of the top 10 medical device companies globally are using DITA.

1. Johnson & Johnson 28.7
2. General Electric Co. 18.1
3. Medtronic Inc. 17.1
4. Siemens AG 17.0
5. Baxter International Inc. 16.4
6. Fresenius Medical Care AG & Co. 15.2
7. Philips 11.8
8. Cardinal Health Inc 11.0
9. Novartis AG 10.7
10. Covidien plc 10.4*
11. Stryker Corp. 9.3**

60%

Based on info from MDDI, Nov 2014
Numbers after names are revenues in US \$billions

At least 60% of the top 10 semiconductor companies globally are using DITA.

1. Intel 51.4
2. Samsung 37.3
3. TSMC 25.1
4. Qualcomm 19.1
5. Micron 16.6
6. Hynix 15.8
7. TI 12.2
8. Toshiba 11.2
9. Broadcom 8.4
10. ST Microelectronics 7.4

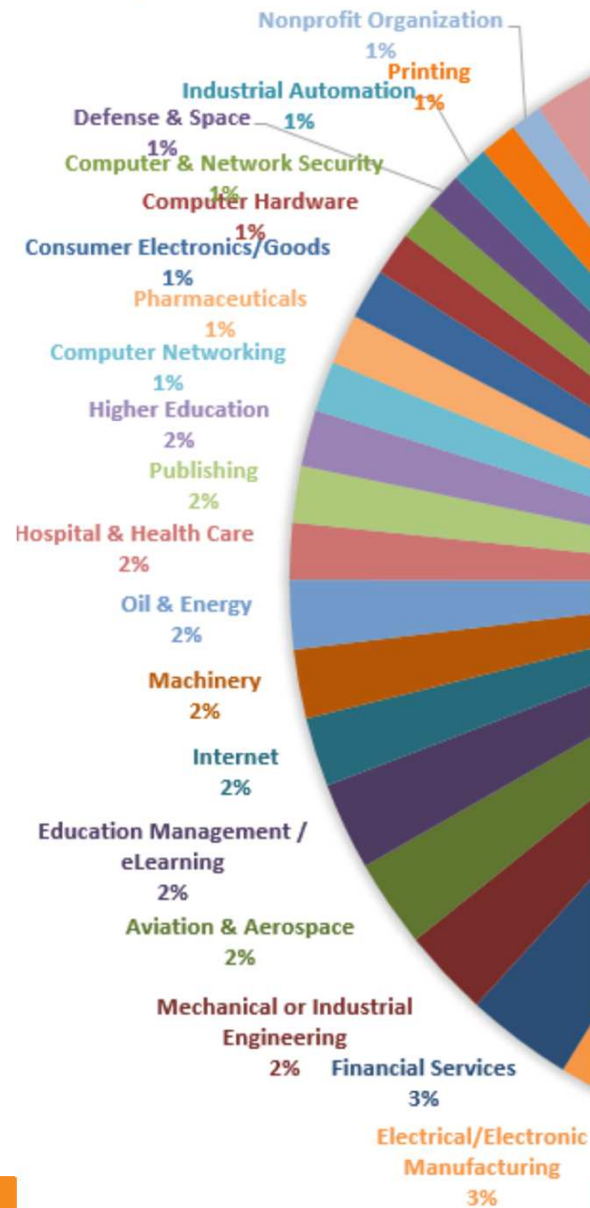
60%

Ranking data from IC Insights
Sales figures are in \$100M

Spread of DITA: Industry Sectors

- Significant usage in a variety of other sectors, including:

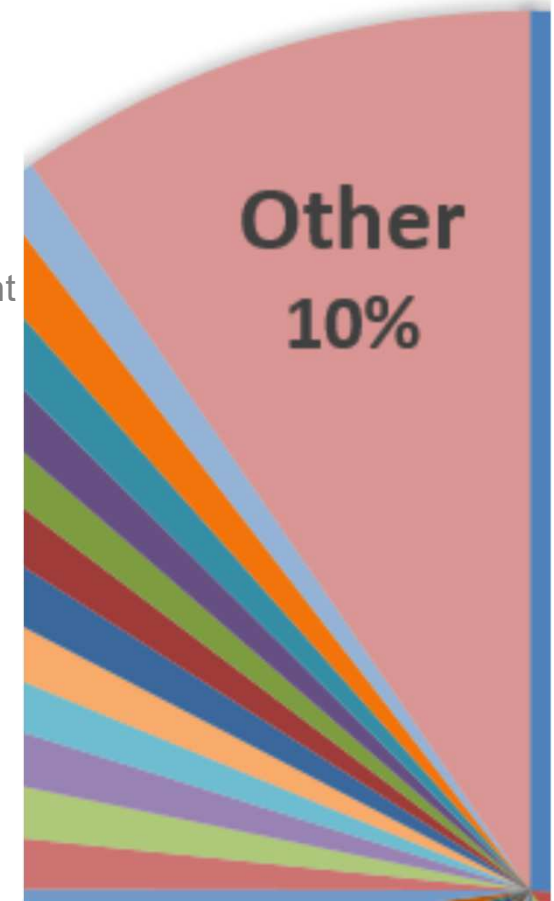
- Financial Services
- Aviation & Aerospace
- Internet
- Machinery
- Oil & Energy
- Publishing
- Pharmaceuticals
- Computer Hardware
- Defense & Space
- Printing



What of the “Other” Category?

Contains firms from 27 other industry sectors, including:

- Biotechnology
- Insurance
- Government
- Accounting
- Broadcast Media
- Human Resources
- Translation and Localization
- Writing and Editing
- Entertainment
- Health, Wellness and Fitness
- Marketing and Advertising
- Research
- Staffing and Recruiting
- Utilities
- Wireless
- Transportation
- Automotive
- Business Supplies and Equipment
- Consultancy
- Design
- Gambling and Casinos
- Maritime
- Market Research
- Package/Freight Delivery
- Renewables & Environment
- Retail
- Shipbuilding



DITA Adoption Crosses All Sectors

- 50+ industry sectors using DITA
- Wide range of firms DITA utilized to document:
 - Industrial egg beating machines
 - Underwater exploration equipment
 - Radiology scalpels and more!



DITA is clearly not just for software!

Well-known Reasons for Adopting DITA

These are the reasons that most people with even a passing familiarity of DITA will be familiar with:

- Content Reuse
- Lower localization costs
- Content/Formatting separation
- Multi-channel publishing



These are all very good reasons to move to DITA

An Additional Benefit of Content Reuse

- Content reuse also leads to the benefit of consistent content and messaging
- Consistent content is the first plank of a consistent experience for users (along with being seamless, available and context-specific)



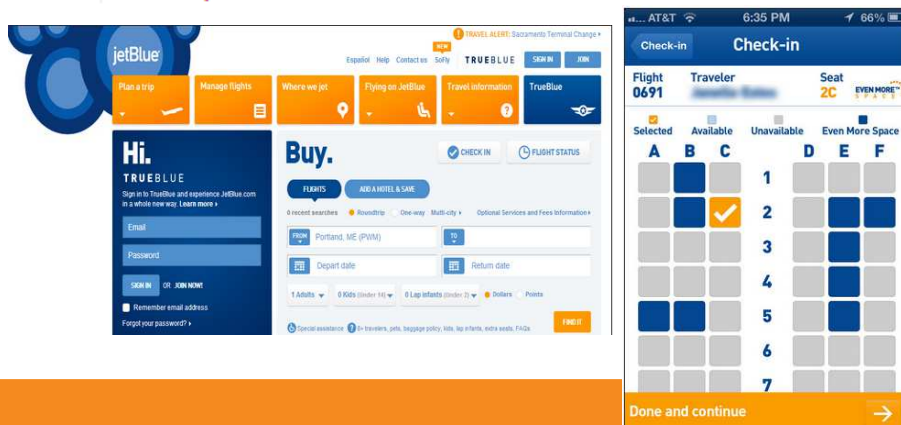
Consistency in the Cross-Channel Experience

by **NIELSEN NORMAN GROUP** on October 27, 2013

Topics: [Content Strategy](#) [E-commerce](#)

Summary: A consistent user experience, regardless of platform, is one of the 4 key elements of a usable omnichannel experience. Consistency across channels helps build trust with customers.

CONSISTENCY IS 



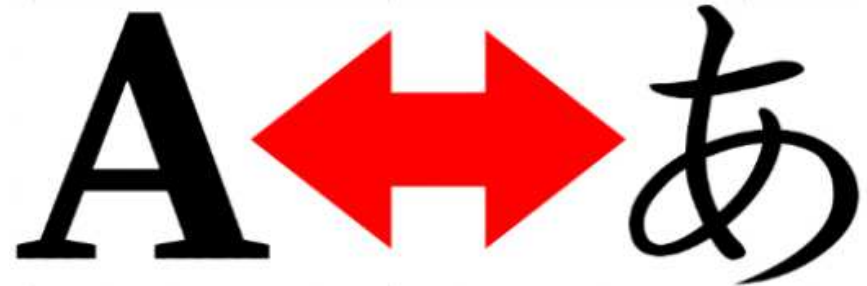
DITA & Reduced Localization Costs Long Proven

- Content reuse in English = localization savings
- If there are many languages to target, ROI argument for move to DITA (+ CMS) is easier



Localization as an ROI Factor for Moving to DITA

- One pharma client's ROI for DITA + CMS purchase was based on localization savings; translated Operations Manuals, Training materials and Interface Manuals into 14 languages
- Localization process with LSP much shorter and cheaper than with the DTP software they previously used
- Content consistency is greatly improved; PDF and HTML use same formatting template as English, so formatting consistency is ensured



Less Formatting = More Nimble Content Creation

- In a study I did prior to moving to DITA at ATI, found that fully half of the time spent using DTP software was on formatting content
- Suggests considerable time savings, making content creators more nimble and able to concentrate on making additional content

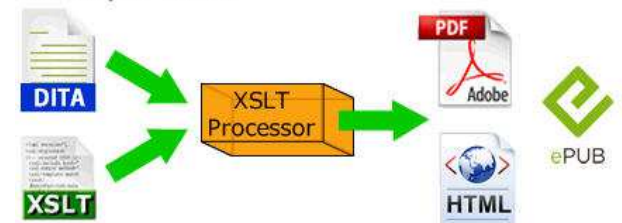
Less
Time
Spent
Formatting

DITA Was Built with Multi-channel Publishing in Mind

- This was a key design feature when DITA was still being devised at IBM; intent was to tame a multitude of output processes then in place with a single
- DITA-OT by default supports 11 output types, including PDF, RTF, HTML5/XHTML
- Other output types possible
- Strong vendor support (AntennaHouse and RenderX for PDF, Mekon DITAWeb and FluidTopic for the Web)



DITA Open Toolkit



These Are All Very Good Reasons to Move to DITA

But there are others! Including:

- Ability to improve processes
- Workflow efficiencies
- Scalability
- Increased findability of content
- Ability to merge with other XML content
- Can more readily share information with partners
- Can aid with regulatory processes/approval

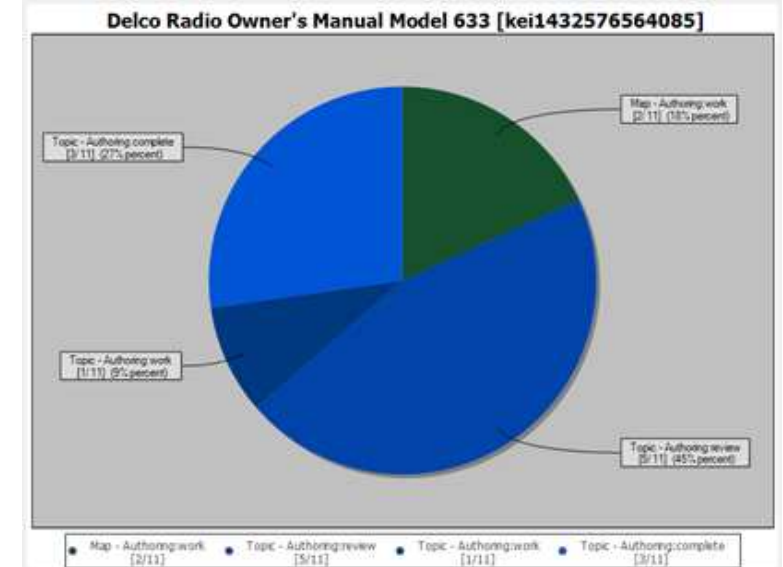
Process Improvement: How DITA + CMS Changed Agile-based Documentation for a Client

- Writers were already embedded in software development teams, but existing DTP tools meant they were always trying to catch up
- Lack of granularity meant that DTP-produced documents were hard to track



Process Improvement: How DITA + CMS Changed Agile-based Documentation for a Client

- DITA + CMS means that writers now have the time to both create content and to participate fully in the Agile process
- Per topic progress reports now possible; now a regular part of scrum meetings, and can even be done on-the-fly on request

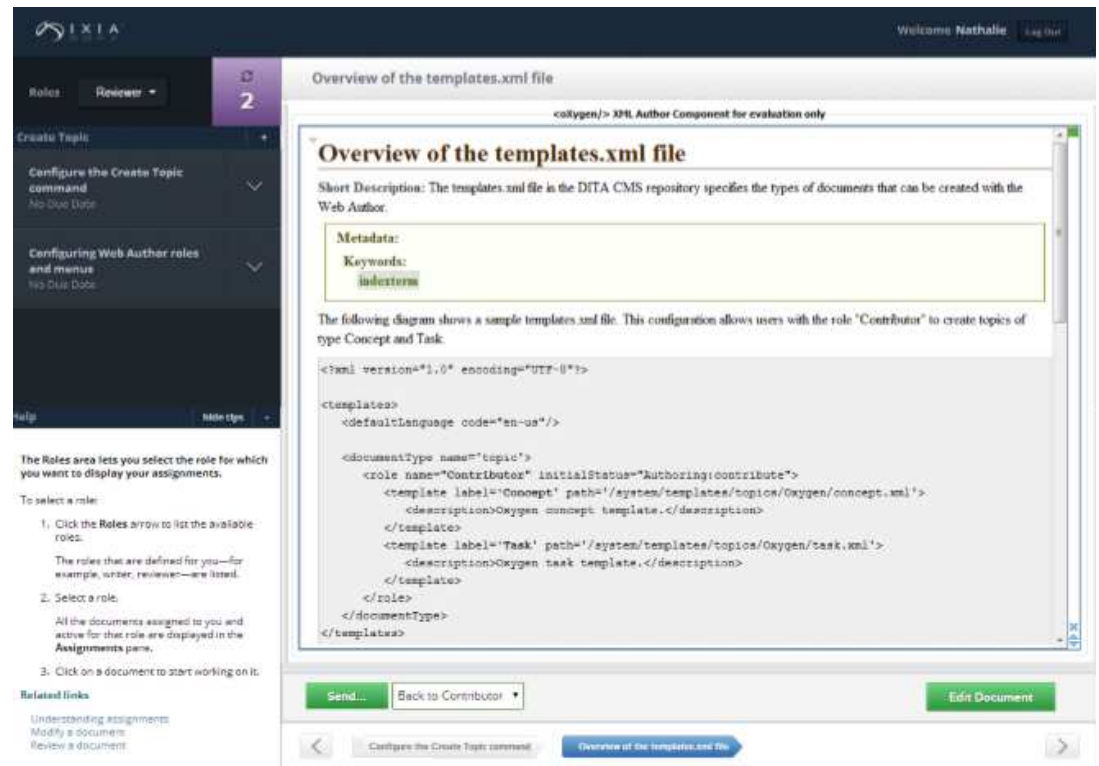


Another Example: How DITA + CMS Enabled Process Changes

- Large software firm with hundreds of Technical Writers and SMEs:
 - Were using proprietary XML + Word + Wiki + PDF pages to exchange content between writers and SMEs not surprisingly, was an inefficient process
 - Client wanted to enhance team collaboration, automate processes where possible, have a scalable infrastructure and improve overall efficiency

Another Example: How DITA + CMS Enabled Process Changes

- DITA CCMS introduced roles and workflows between writers and SMEs
- A lightweight DITA client application allowed SMEs to author in DITA directly



The screenshot displays the IXIASOFT DITA CCMS interface. On the left, a sidebar shows the 'Roles' section with a 'Reviewer' role selected. Below it, there are instructions for selecting a role and a list of related links. The main content area is titled 'Overview of the templates.xml file' and contains the following information:

Overview of the templates.xml file

Short Description: The templates.xml file in the DITA CMS repository specifies the types of documents that can be created with the Web Author.

Metadata:

Keywords:
[indexterm](#)

The following diagram shows a sample templates.xml file. This configuration allows users with the role 'Contributor' to create topics of type Concept and Task.

```
<?xml version="1.0" encoding="UTF-8"?>
<templates>
  <defaultLanguage code="en-us"/>
  <documentType name="topic">
    <role name="Contributor" initialStatus="Authoring/Contribute">
      <template label="Concept" path="/system/templates/topics/Oxygen/concept.xml">
        <description>Oxygen concept template.</description>
      </template>
      <template label="Task" path="/system/templates/topics/Oxygen/task.xml">
        <description>Oxygen task template.</description>
      </template>
    </role>
  </documentType>
</templates>
```

At the bottom of the main content area, there are buttons for 'Send...', 'Back to Contributor', and 'Edit Document'. The bottom navigation bar includes 'Configure the Create Topic command' and 'Overview of the templates.xml file'.

Another Example of Need to Improving Content Processes

- An oil and gas firm's drive to DITA was led by its software division
- Software was used to determine local geology where to drill, geology, how much oil to expect
- Had a strong use case for MathML (which DITA can do)
- Also a need to edit content while in the field



Scalability + Improving Overall Efficiency

- Topic-based approach ensures quicker turnaround for reviews and for translations
 - previously, technical writers could only document software upon its completion; can now fully participate alongside (Agile-based) development staff
- Are now able to output over 15K docs (mostly updates) daily



Scalability + Automating Content Processes

- With DITA CCMS a client started making nightly content builds of their documentation
 - Select customers now able to obtain early release content
- Firm localized content in 30+ languages
 - Were able to plug DITA CCMS into existing process; translation firms can now get hourly drops of content to work on



Switching to DITA to Improve Processes

- Semiconductor client example: mandated upgrade to latest version of Windows meant existing documentation tools also needed upgrading
 - Were looking at spending \$1 million on new licenses for DTP software that only ensured they wouldn't fall further behind (and not necessarily progress)
 - SMEs spent inordinate amount of time/resources on doc processes
 - Their need to incorporate an ISO standard that tracked changes in product development was more easily accommodated
- Firm chose a DITA CCMS to improve their efficiency, reduce overall costs and to adopt industry best practices

An Emerging Factor: Findability

- Have worked with a couple of clients for whom increased findability of DITA-based content—using metadata and Subject Scheme—was a strong plus for them
- This was not the *only* factor, but I suspect as this becomes more widely known may become a stronger influence



An Example of Using DITA to Increase Findability

- Client publishes engineering docs in PDF format for design engineering customers
 - Customers would search for content, but common keywords could be found in dozens of documents
 - Their move to DITA opened up possibilities for faceted search, dual HTML/PDF output, customer feedback
 - DITA also met needs for producing better, customized documents with same headcount



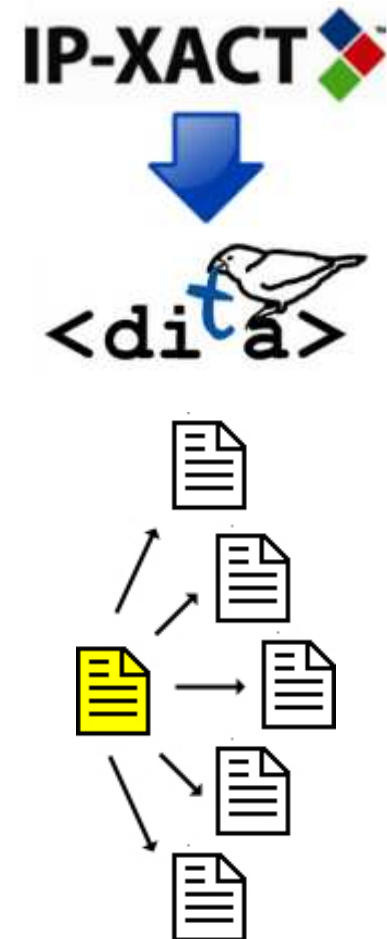
An Example from the Heavy Machinery Sector

- Client who produces instruction manuals for their equipment
- Had developed taxonomy for classifying equipment and parts, but prior to move to DITA was under-utilized
- Promise of better/improved search for customers a big plus



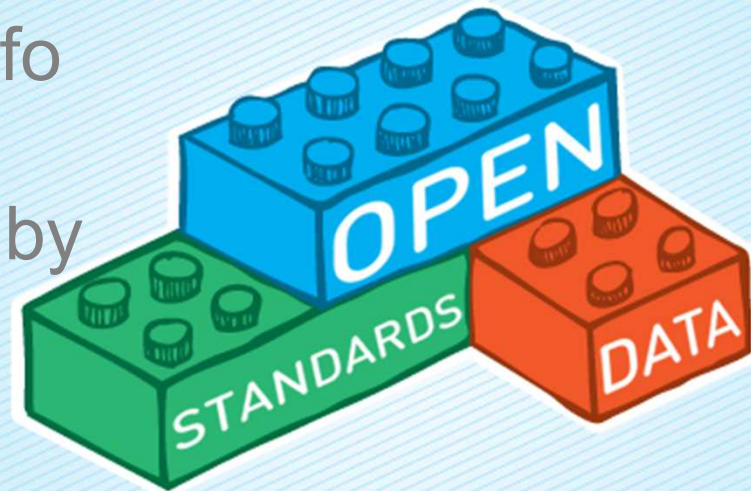
Sharing Information with Partners Using DITA/XML

- As an XML standard, it is feasible to mix DITA content with other XML-based processes
- Content from XML-based IP-XACT (used in semiconductor industry) can be used to pull values into semi-automated DITA documentation
- Form-based reuse: SMEs asked to enter resistor values, tolerances, and other data into a form whose content is then reused in other docs within that product-line using conrefs or keys



Open Standards = Easier to Share Information

- Many semiconductor firms license their Intellectual Property (IP), so design info becomes incorporated in Integrated Circuit designs by other semiconductor firms
- Because DITA is an open standard, this allows companies to import/export their DITA-based IP more easily, saving time and reducing costs



DITA and Regulatory Compliance

- Documentation in regulated companies is typically under scrutiny to ensure information is accurate and does not cause harm to patients
- Medical device firms face extensive approval cycles for their content
 - Content may need approval across as many as a dozen roles, including Health & Safety, Regulatory, Compliance, etc.
 - Traceability and version control also a requirement



How DITA Can Help with Regulatory Compliance



- You might think that topic-level approval would shorten these cycles, but content must be validated as a whole
 - Ability to reuse content (if not approvals) does create a more efficient process
- Tracking this content is easy within a DITA-based CMS
- Reused content greatly decreases localization costs (which costs a premium in this sector)

DITA Innovation for Output and Approvals

- Medical Device customer needed to automate label-production process:
 - 2-3 separate review roles per item, coordinated over 6 locations
 - 13 individual related forms/systems
 - Not a typical output type



DITA enabled content reuse, as well as context for use and association, helping to automate process and expedite approvals

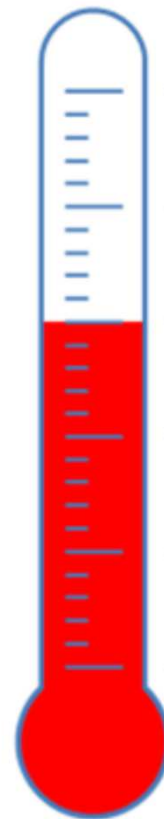
Where is DITA Going?

- Steady growth as DITA becomes entrenched in new sectors
- Evolution of DITA(s): DITA 1.3, Lightweight DITA, DITA 2.0



The Imminent Release of DITA 1.3

- DITA 1.3 “content complete” as of this summer
 - Only minor changes/fixes have been added since then
- Things are on-track for official release as of mid-December 2015
- OASIS Director has publicly stated that DITA 1.3 can be considered “done” and ready for use *now*



DITA 1.3 approved as an OASIS standard

Fingers crossed ... 16 December 2015

Vote by OASIS member groups

Slated for 1 – 15 Dec 2015

60-day public review of candidate OASIS standard

Slated for 15 Sep – 14 Nov 2015

Committee specification approved

21 Aug 2015

30-day review

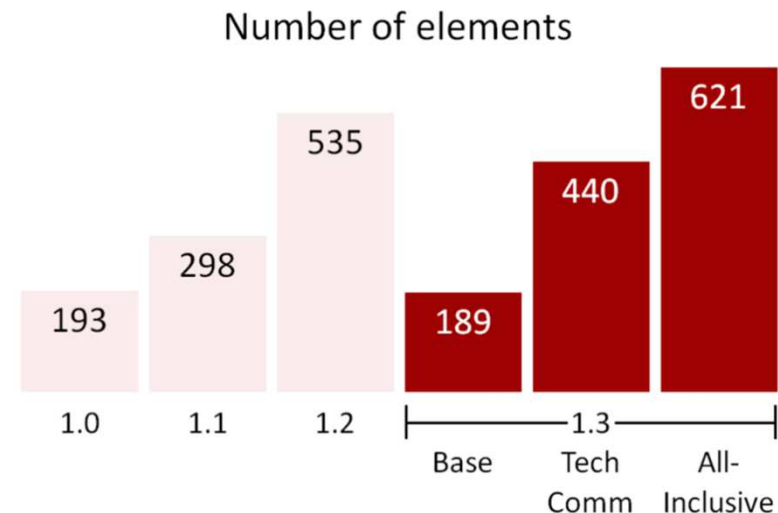
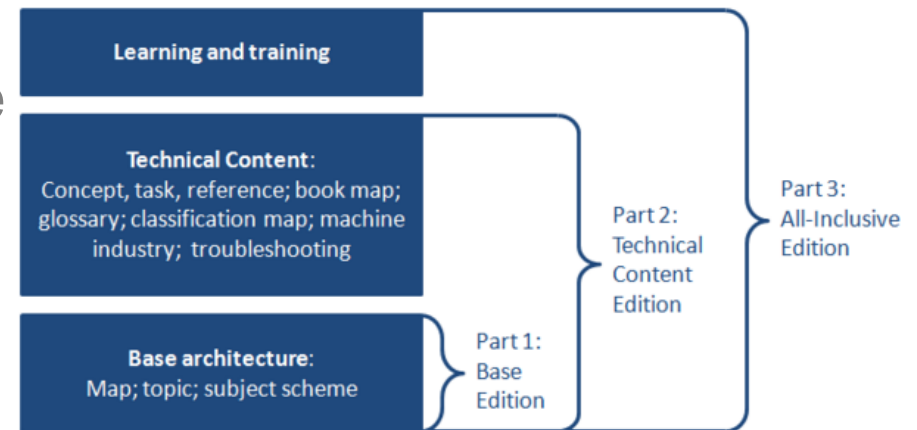
8 July – 7 Aug 2015

Development

2010 – 2015: Lots of hard work!

DITA Too Much/Too Complicated?

- DITA 1.3 will be split into three separate editions: Base, Tech Content and All-Inclusive
 - Base = bare-bones
 - Technical Content = what most existing DITA users will want
 - All-inclusive = everything + L&T
- Specification has been re-written for improved clarity
- Now less tags in “Tech Comm” edition than in DITA 1.2



Graphics courtesy of Tom Magliery

The “Big Things” Coming with DITA 1.3

There’s considerable improvement to the specification, but the following are key additions:

- Troubleshooting Topic Type
- Scoped Keys
- Release Management
- Integrated MathML and SVG
- @deliveryTarget
- Branch Filtering

Troubleshooting Topic Type

- The new troubleshooting topic is designed to do provide better structure for content based on the long-established troubleshooting pattern, instead of trying to shoe-horn it into another topic type.
- It enables writers to focus on addressing and solving specific problems a user may encounter

```

troubleshooting
title EJOL - excessive jitter on line
shortdesc Short Description: The system has experienced an "excessive jitter on line" alarm
shortdesc

prolog metadata Metadata:
keywords Keywords:
  indexterm EJOL
  indexterm Alarms
    indexterm EJOL
    indexterm Excessive jitter
    indexterm Jitter
  keywords metadata prolog
troublebody condition title Alarm classification
  dl dentry dt Category dt
    dd p Minor p dd dentry
  dentry dt Impact dt
    dd p Service is degraded p dd dentry
  dentry dt Urgency dt
    dd p This alarm should be retired within 24 hours p dd dentry dl condition
troubleSolution cause title Determine the cause
p The EJOL alarm can occur due to: trouble on the far-end system, excessive line noise, or a faulty LN243 circuit pack. Here is a flowchart that shows the process for diagnosing the cause. p
  
```

Example code from Bob Thomas' OASIS feature article

Scoped Keys

- Can "scope" keys using new @keyscope attribute, so different key values can be "scoped"
- For a topic that is being reused, you can specify different key bindings for the same key name depending upon where the topic is referenced
- You can now use one key in a topic that reflects different values depending on the defined scopes of the topicrefs that include the topic.





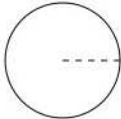
Release Management

- provides markup for capturing release note information in maps and topics
- Info can be added as content creator makes an addition with time/date info; this can be queried so that a release note is produced
- Also provides a tie-in for topics to things like bug-tracking systems and other tracking processes



Integrated MathML and SVG

- Much-requested feature, basically MathML and SVG information is now “baked in” to the standard
- MathML/SVG code can either be inserted into a topic or referenced
- Offers “direct path” for those needing HTML5 output in these formats

	MathML	SVG
Square	$d = a \times \sqrt{2}$	
Rectangle	$d = \sqrt{a^2 + b^2}$	
Circle	$r = \sqrt{\frac{A}{\Pi}}$	

@deliveryTarget

- You can now easily define a number of output formats, such as HTML, HTML5, OpenOffice, Word, WebHelp, ePub3, Kindle, or more
- Does not remove need to create specific transforms for each output type. @deliveryTarget simply provides a convenient way to choose from a variety of possible output options
- Multi-channel publishing just became easier!



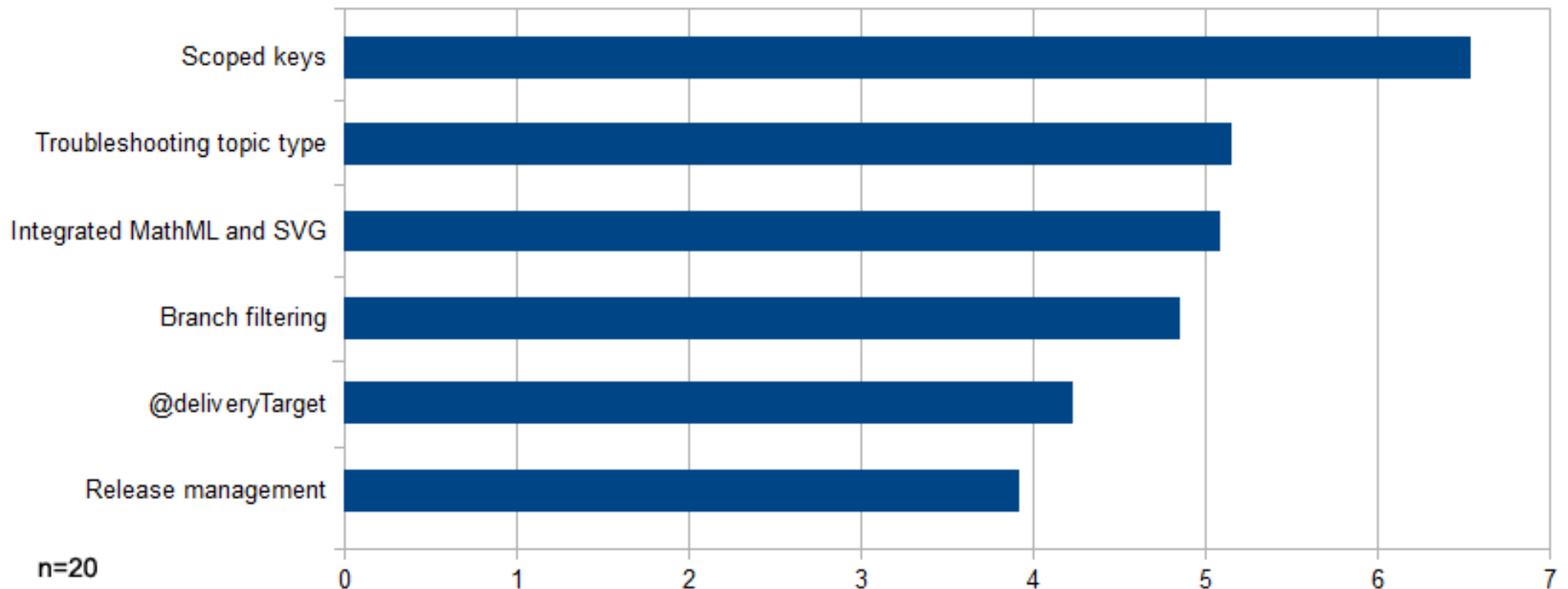
Branch Filtering

- New DITA 1.3 element `<ditavalref>` provides the means to set unique conditions on a `<topicref>` (and its children, if any) within a map, allowing for branched publications
- Example: your topics have information listed in metric and imperial units of measure. Using `<ditavalref>` you can now generate tailored publications from a single map



Our Clients *Want* These Features

Ranked Preference for DITA 1.3 Features



- Only other item that ranked as high as these are miscellaneous features (additions to highlighting domain, table/cell rotation, elements for describing markup, etc.)

Lightweight DITA

- Designed to ease adoption of DITA for groups not needing all of the features of “regular” DITA
- Fewer tags!
- Will be processing compatible with DITA 1.2
- Lightweight version ideal for SMEs or any content contributor who doesn't want/need to learn full DITA

	Full DITA	Lightweight DITA
Topics	-100 elements	-30 elements
Maps	10 elements (+30 shared with topic)	3 elements (+3 shared with topic)

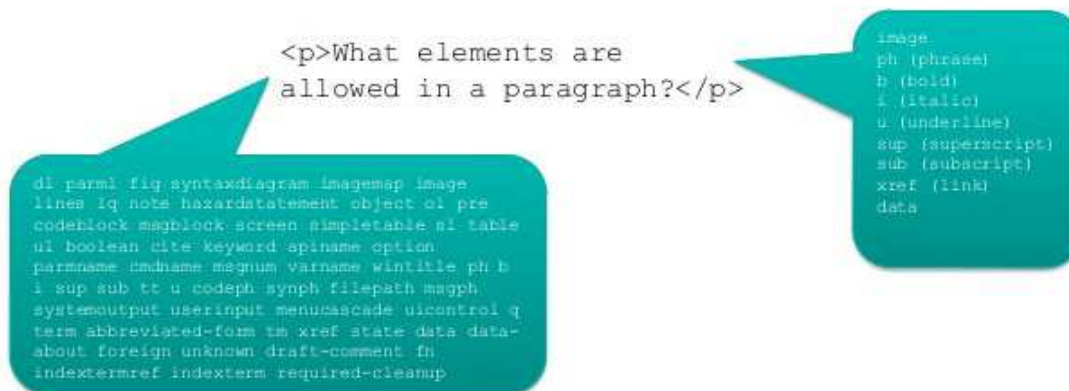


Image courtesy of Michael Priestley and IBM

The Directions Lightweight DITA May Take

- Much talk about devising topic types specific to marketing needs
- Also an effort to create training content
- DITA content could also be written using Markdown and/or HTML5

CONTENT
MARKETING



< d i t a > HTML



Things are starting to change

Lightweight DITA in Action

```
<?xml version="1.0" encoding="utf-8"?>
<!DOCTYPE topic PUBLIC "-//OASIS//DTD LW DITA Topic//EN" "../dtd/topic.dtd">
<topic id="flotcwelcom">
  <title>The Language of Business Storytelling</title>
  <shortdesc>This site is the current content development portal for authors and reviewers collaborating on upcoming books in the XML Press "Language of" series.</shortdesc>
  <body>
    <p>Wikis are the standard, "go to" tool for most collaborative writing projects. This site is based on an Intelligent Content framework based on XML (using a lite version of the DITA standard) and the open source expeDITA project.</p>
    <p><b>For contributors:</b> Once you have received your "invited expert" invitation, simply log in and select the <b>Profile</b> tab to update both your profile information and the template for your assigned term. After you upload a suitably pre-sized portrait (150 x 150 px jpeg, if possible), use the <b>Change Image</b> control to select your image.</p>
    <p>Here are some guidelines:</p>
    <ul>
      <li><p><b>Definition:</b> a one-sentence definition of the term.</p></li>
      <li><p><b>Importance Statement:</b> Why is this term important? 200 characters maximum.</p></li>
      <li><p><b>Essay:</b> How does this term fit into a business story? 250 words maximum.</p></li>
      <li><p><b>Additional Resources:</b> a list of books, websites, or other resources related to this term.</p></li>
    </ul>
    <p><b>For reviewers:</b> After you have been contacted to begin reviewing your assigned topics, simply log in and select the Profile tab to update your profile information (and your term, if you are also a contributor). To review other topics, select the <ph>Content</ph> &gt; <ph>Topics</ph> </ph> tab. Use the comment box under each topic to engage with respective authors. We will add a rating widget where you can log your sign off once each article has met your approval.</p>
    <p><b>For project facilitators:</b> You are responsible for adding new authors and their terms and for involving reviewers according to schedule. Use the Dashboard page to update news and schedule information. We will be adding new reporting views to the dashboard in coming weeks.</p>
    <p><b>Curious about this site?</b> To see the developing outline and topics for this particular project, please log in as "guest" with a password of "guest". After logging in, you may browse some portions of the site. If you have ideas for a possible future book in this series, please follow the contact links in the footer</p>
  </body>
</topic>
```

Sample Lightweight DITA code (courtesy of Don Day)

Looks a lot like webpage code, doesn't it?

What's After LW DITA? DITA 2.0!

- Non-backwards compatible
- Chance to go back and revise and revamp existing mechanisms
- Possibly trim little-used tags
- *Still very early days*

- Want to participate in the future of DITA? Join OASIS!



Wherever DITA Goes, IXIASOFT Will Be There!

- Blog on www.ixiasoft.com
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- OASIS DITA Adoption Committee articles
- Member of OASIS DITA Technical Committee

Time for Q/A!



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