

Where DITA Has Come from and Where it is Going

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Who's This Guy?



What I do:

- Work with clients on DITA related issues
- 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 175,000 hits
- Have regularly updated info on DITA Conferences, DITA Books, Companies Using DITA, DITA CMSes, DITA Editors, Companies Using DITA, etc.
- News and views on DITA use
- Feature 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 menu with links for ARTICLES, NEWS, INTERVIEWS, WEBINARS, SOFTWARE UPDATES, DITA CONSULTANTS, and ABOUT. A search bar is located on the right. Below the navigation 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 tagline is a secondary navigation menu 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 menu.

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 title "TURNING THE TABLES WITH DITA 1.3" and the date "September 2nd, 2015".

Below the banner is a section for "LATEST BLOGS" with a sub-section for "TURNING THE TABLES WITH DITA 1.3". A small thumbnail image of the table and chair is shown next to the text: "[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 a list of tweets. The first tweet is from Keith S-R (@ditawriter) dated 1 Sep, stating: "Just updated the 'Companies Using #DITA' page, now with over 550 companies. ditawriter.com/companies-usin... #techcomm". The second tweet is from Keith S-R (@ditawriter) dated 13 Aug, stating: "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 with a link to "Turning the Tables with DITA 1.3 Interview with Anthony Apodaca about Xeditor".

2015 Marks 10th Anniversary of DITA

- DITA 1.0 was officially released in June 2005
 - Introduced map + “core” topic types, specialization
- DITA 1.1 came out May 2007
 - Appearance of bookmap, DITAVAL
- DITA 1.2 launched December 2010
 - Keys/keyrefs, L&T specialization, SubjectScheme, constraints, many, many new elements and features
- DITA 1.3 to be released sometime in 2015
 - RelaxNG, scoped keys, troubleshooting topic type, release management, branch filtering, CSH enhancements and much more

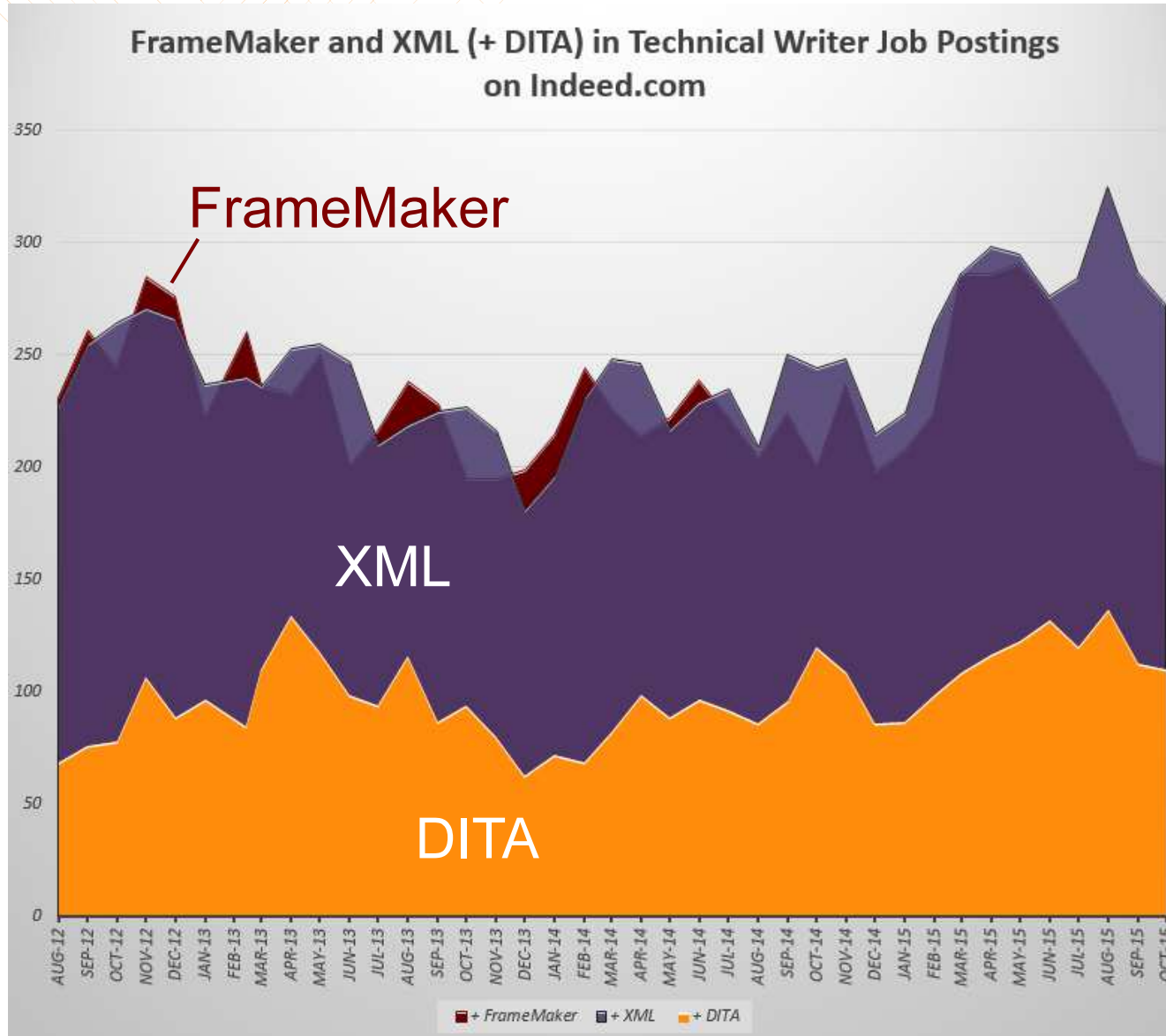


DITA Has Become Fastest-Growing XML Standard

- 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



Knowledge of XML has become more critical than knowledge of FrameMaker in the U.S. Technical Writing job market

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

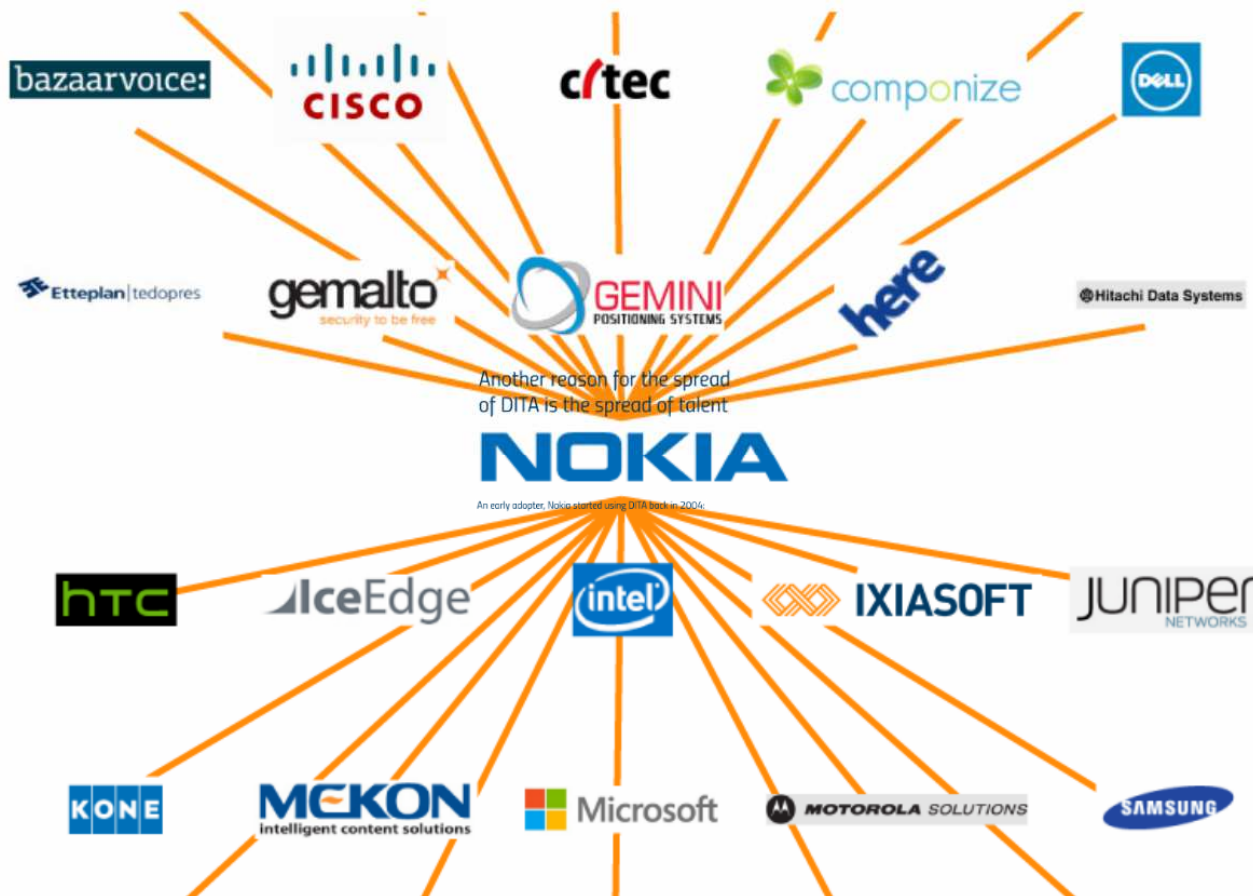
Another reason for the spread of DITA is the spread of talent

NOKIA

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

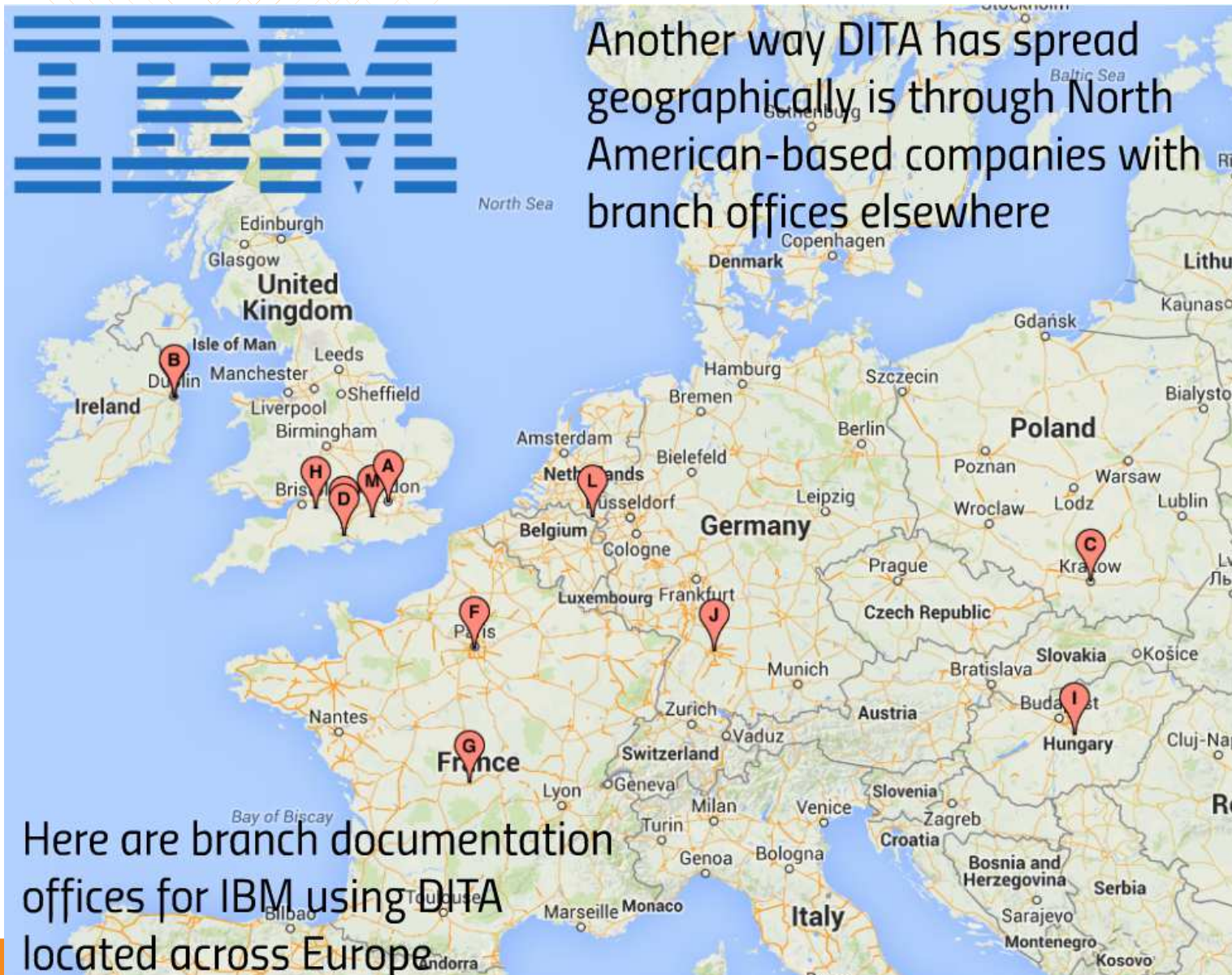
Spread of DITA: Nokia

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

Geographic Spread of DITA



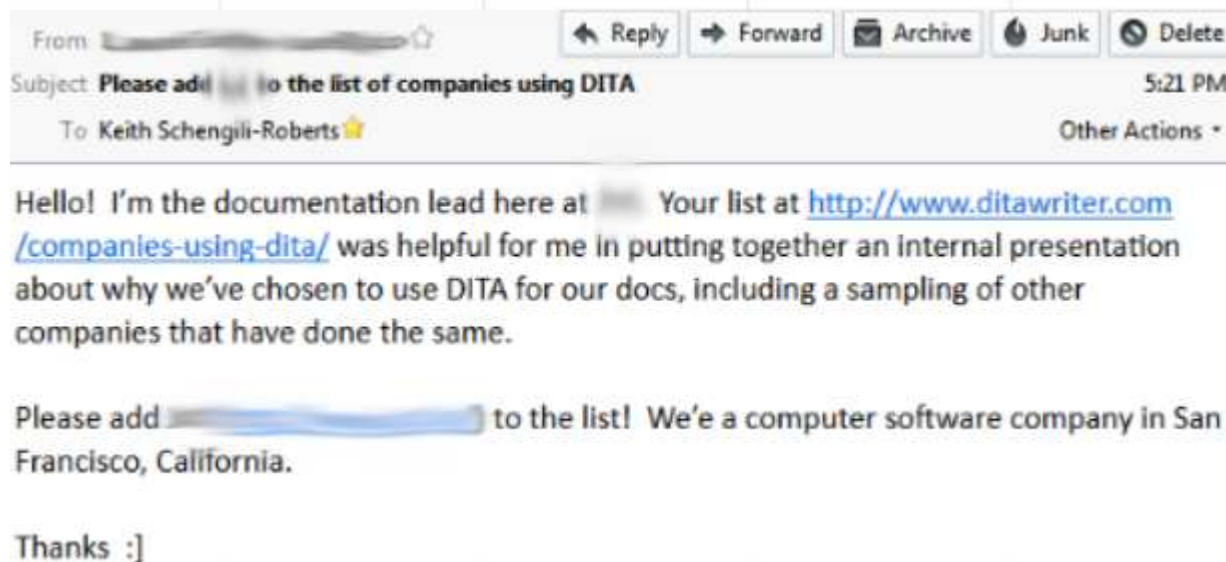
So Who is Using DITA Today?



A selection from
the 560+ firms
using DITA
worldwide

Where I Get This Information From

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



Computer Software



Information Technology & Services

 IXIASOFT



Machinery



Medical Devices

Hill-Rom

ACTEON



Biosense Webster
a Johnson & Johnson company

Boston Scientific

CareFusion

COOK
MEDICAL

ELEKTA

GAMBRO

HORIBA
Explore the future

LIFESCAN
a Johnson & Johnson company

MASIMO

STAGE
Invent. Improve. Inspire.

Omnicell

Ortho Clinical Diagnostics
PART OF THE Johnson & Johnson FAMILY OF COMPANIES

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VARIAN
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Welch Allyn

WIDEX

Semiconductors



Telecommunications



Finance



Internet



Hospital & Health Care



Oil and Energy

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Schlumberger


AREVA


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HUGHES**



HALLIBURTON

Landmark Software
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Siemens Wind Power



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Automotive



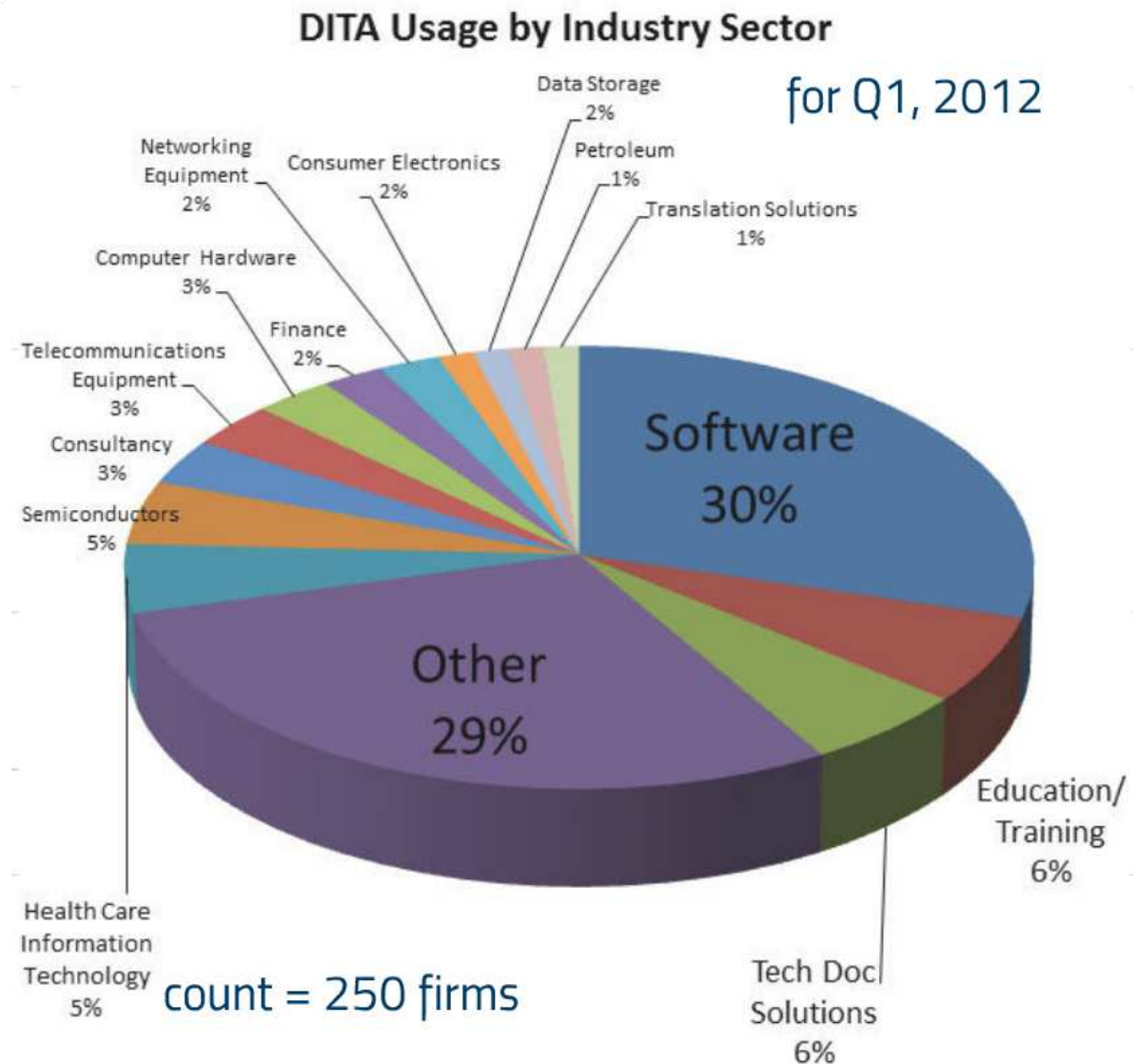
FIAT CHRYSLER AUTOMOBILES



NEW FLYER

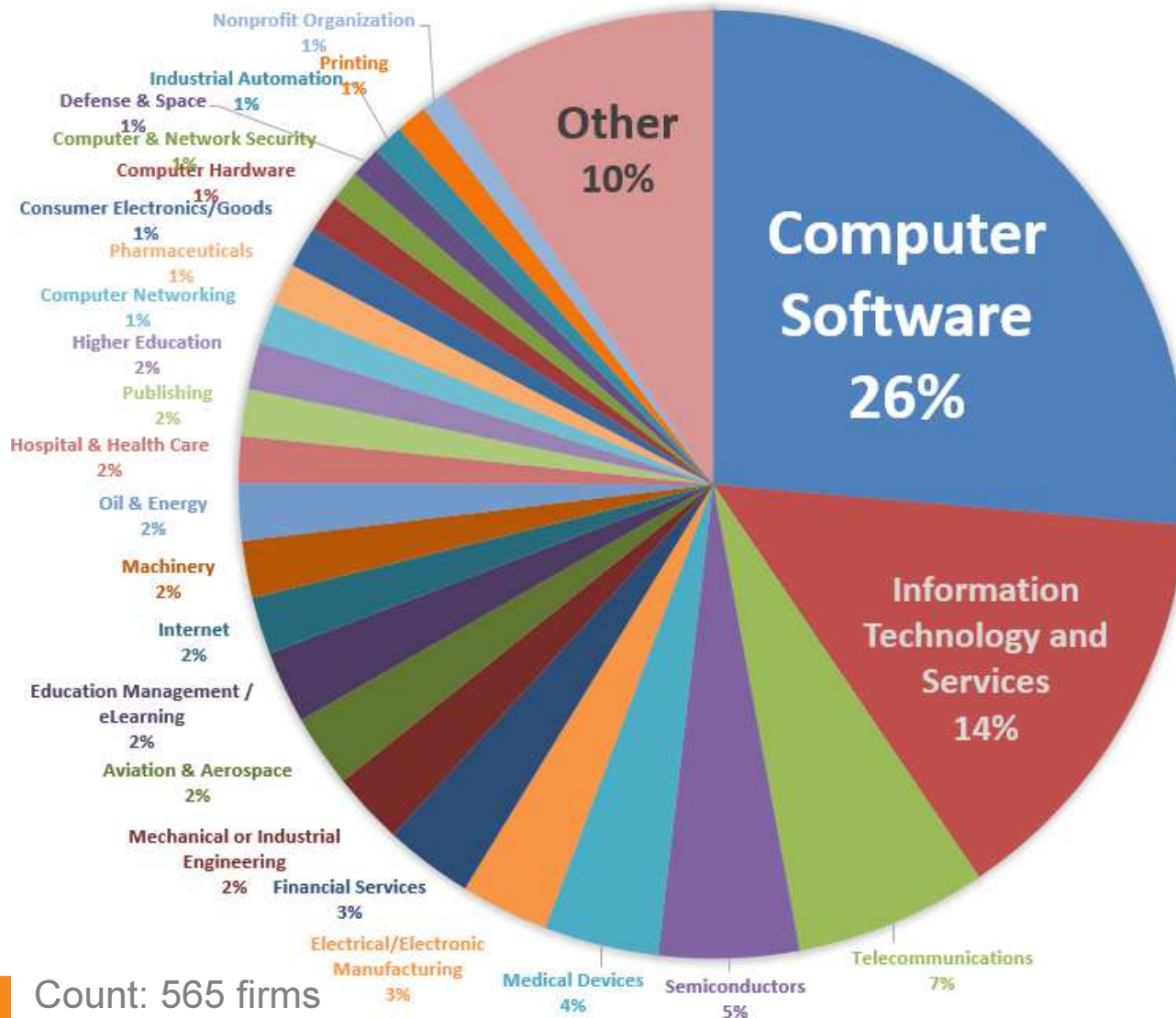
Growth of DITA Over Time in Industry Sectors

- This graph represents information on company sectors using DITA from ~4 years ago



Industry Sectors Using DITA Today (Q4 2015)

DITA USAGE BY INDUSTRY SECTOR, Q3 2015

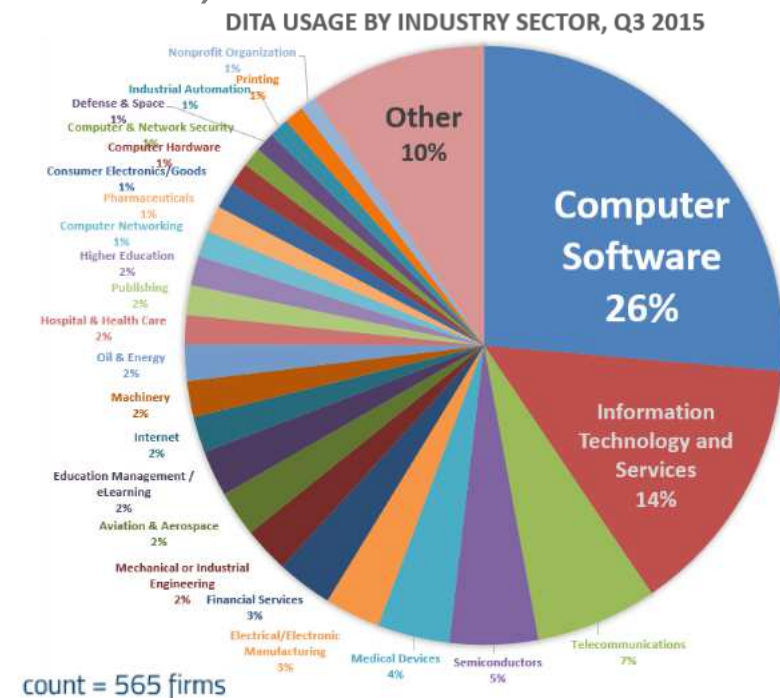
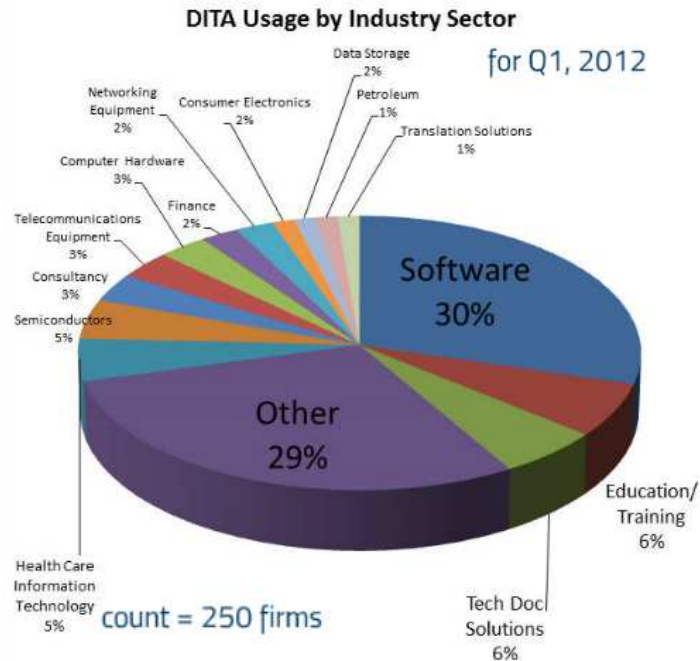


- While computer software comprises the single largest DITA-using sector, it represents roughly ¼ of all DITA-using firms out there
- Significant adoption of DITA within following sectors:
 - Info Tech
 - Telecomm
 - Semiconductor
 - Medical Device

Count: 565 firms

Key Differences Between 2012 and Late 2015

- over x2 as many firms in latest survey over the first
- Software shrunk in percentage, but has grown in real numbers
- Greater diversity
- More firms pushed their sector growth over 1% (lifting them out of the "Other" sector)



DITA Use in Software Sector is Significant

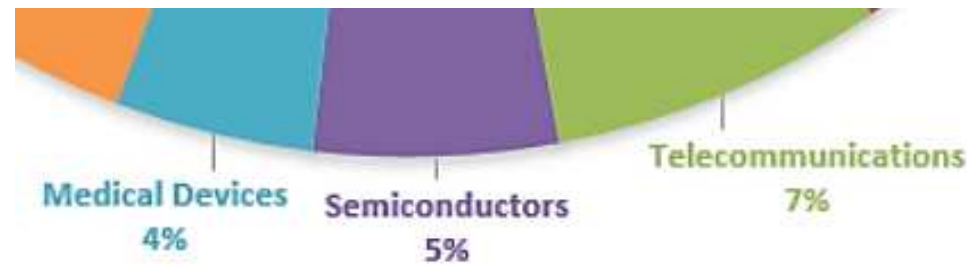
100% of the top 10 software companies are using DITA.

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

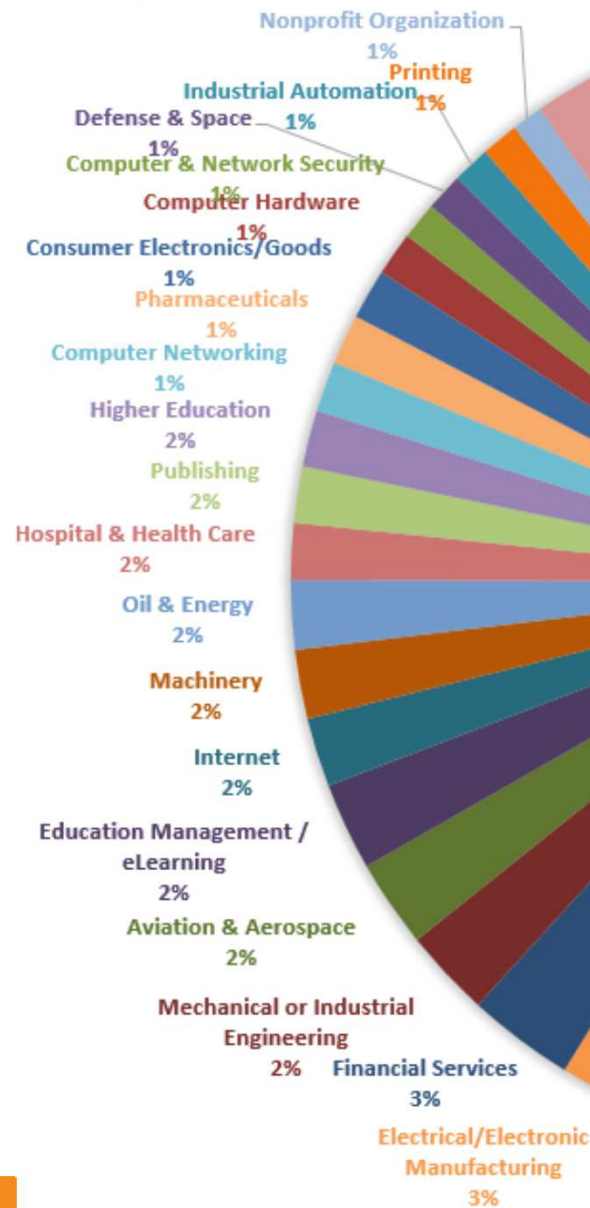
60%

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

Spread of DITA: Industry Sectors

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

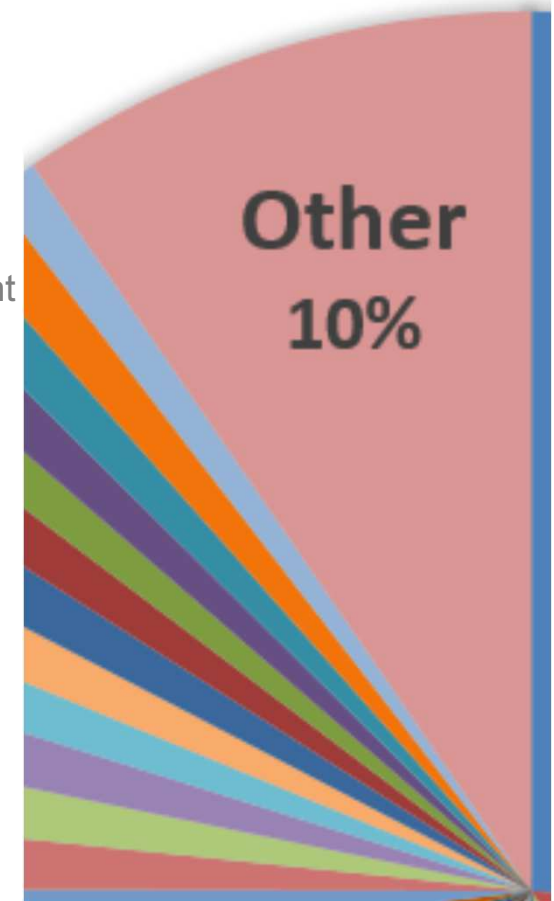
- Financial Services
- Aviation & Aerospace
- Internet
- Machinery
- Oil & Energy
- Publishing
- Pharmaceuticals
- Computer Hardware
- Defense & Space
- Printing



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 not just for software!

Advantages of DITA: Content Reuse

- Content reuse also leads to the benefit of consistent content and messaging
 - Consistent content = consistent experience for users
 - Increased efficiency of technical writer resources



Advantages of DITA: Content/Format Separation

- Time is spent writing rather than formatting
 - Time savings over traditional DTP significant



Less
Time
Spent
Formatting

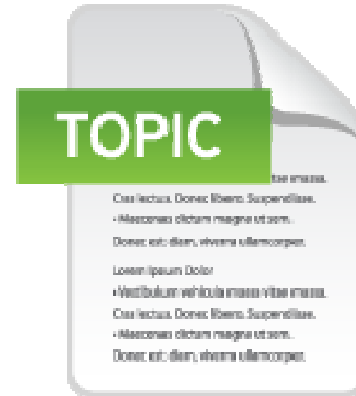
Case Study: Content/Format Separation and Scalability

- 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

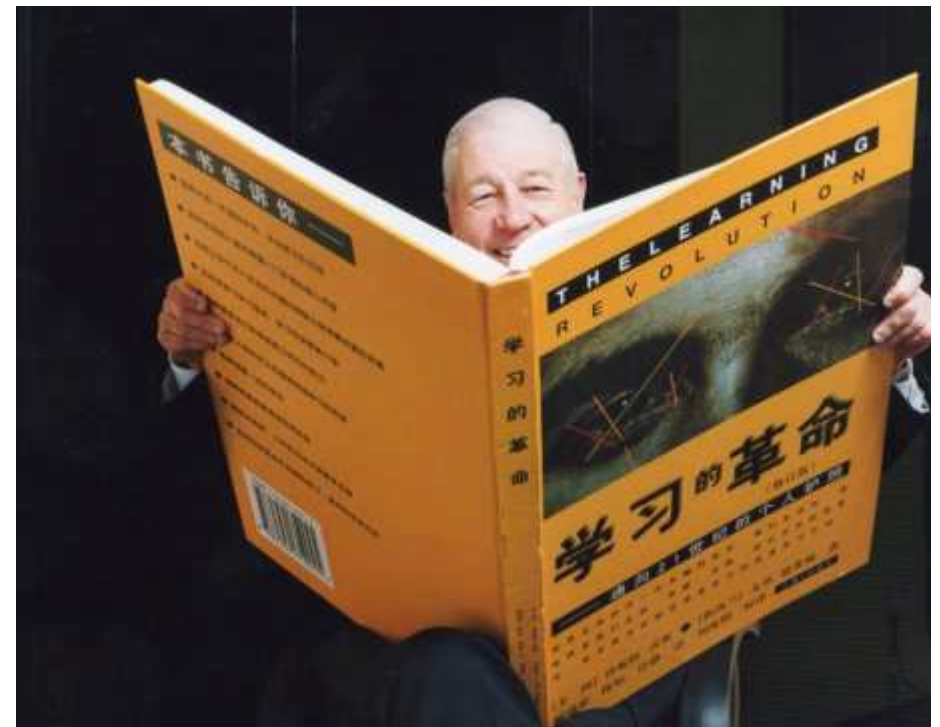


Advantages of DITA: Shortened Review Cycles

- Turnaround of topic-based review with Subject Matter Experts much reduced
 - Easier for a Subject Matter Expert to review a single topic than to review a book



VS.



Case Study: DITA Innovation for Approvals

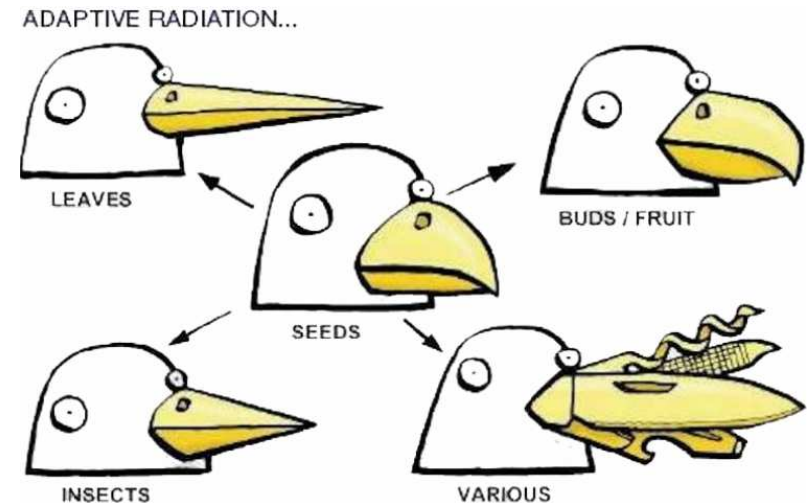
- Medical Device customer needed to automate label-production process:
 - 2-3 separate review roles per item, coordinated over 6 locations
 - 13 individual related forms/systems
 - Not a typical output type



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

Advantages of DITA: Flexibility

- Flexible and adaptive to almost any situation
 - DITA can be “specialized” meaning that it can be adapted for other uses, e.g. Learning & Training specialization



Case Study: Learning and Training Specialization

- Many companies have adopted the DITA Learning and Training specialization
- Content on learningDITA.com is based on this specialization



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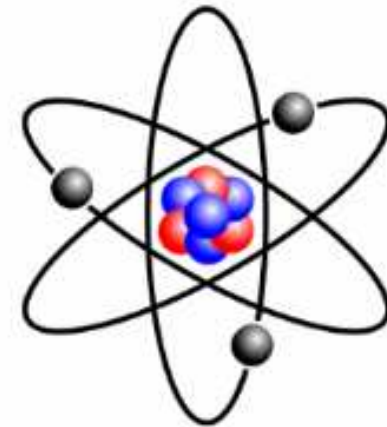
Sponsors



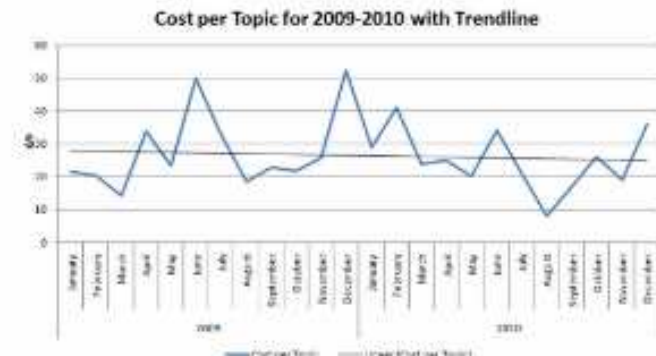
Advantages of DITA: Metrics

- Output can be measured
 - Return on Investment can be quantified
 - Production metrics can also be used to better understand total content output

Topic =

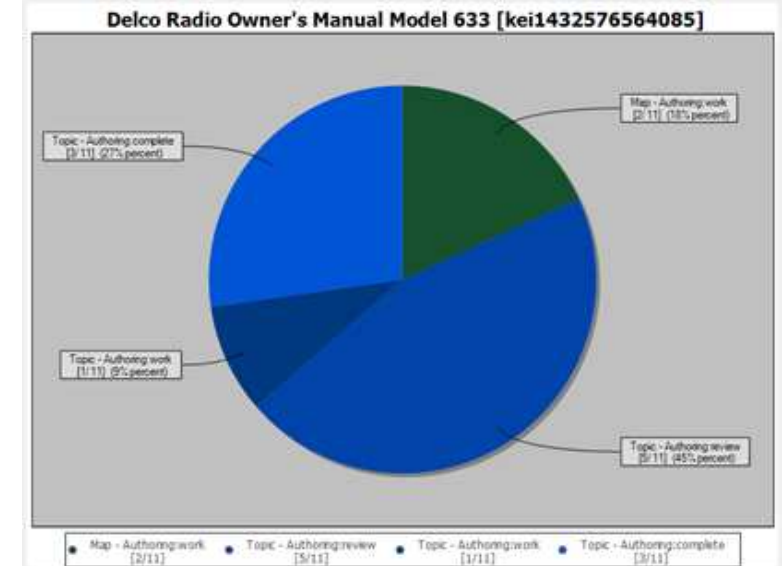


Production Metrics
DITA + CMS = Ability to Measure Outputs



Case Study: DITA Metrics

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



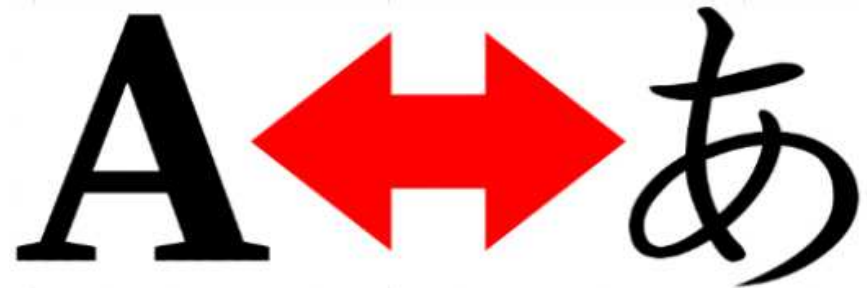
DITA & Reduced Localization Costs Long Proven

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



Case Study: Localization as an ROI Factor

- One pharma client's ROI for DITA + CMS purchase was based on localization savings; translated content into 14 languages
- Translation process with Localization Service Provider much shorter and cheaper than with Desktop Publishing software they previously used
- Content consistency was greatly improved in all languages



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



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

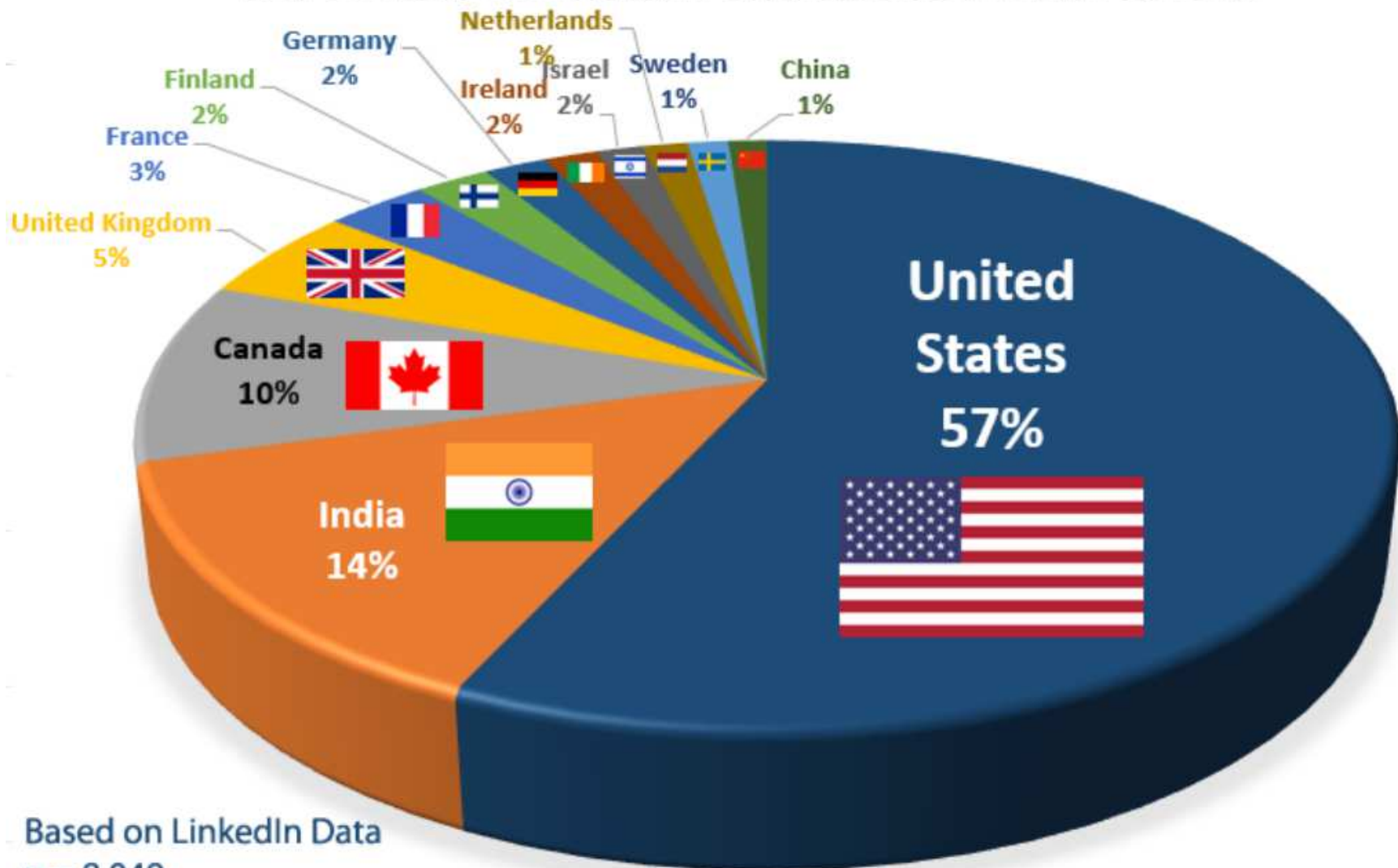


Switching to DITA to Improve Processes

- 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

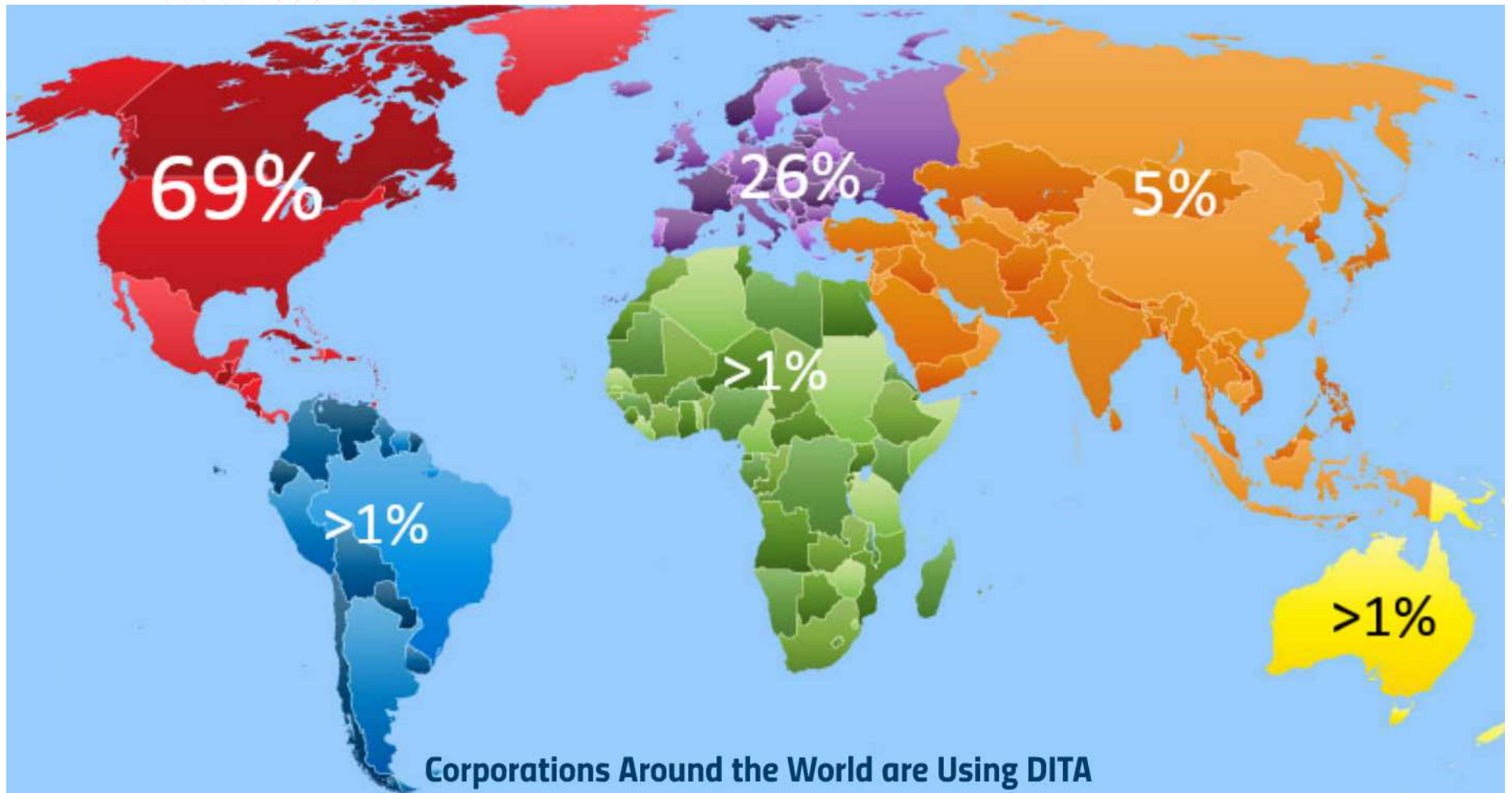
Highest DITA Adoption Rate is in USA

TOP DOZEN COUNTRIES WHERE DITA USERS RESIDE



Based on LinkedIn Data
n = 8,049

DITA Usage Worldwide (Companies by HQ)



Note: Asia, in particular Japan and China, are almost certainly under-represented here

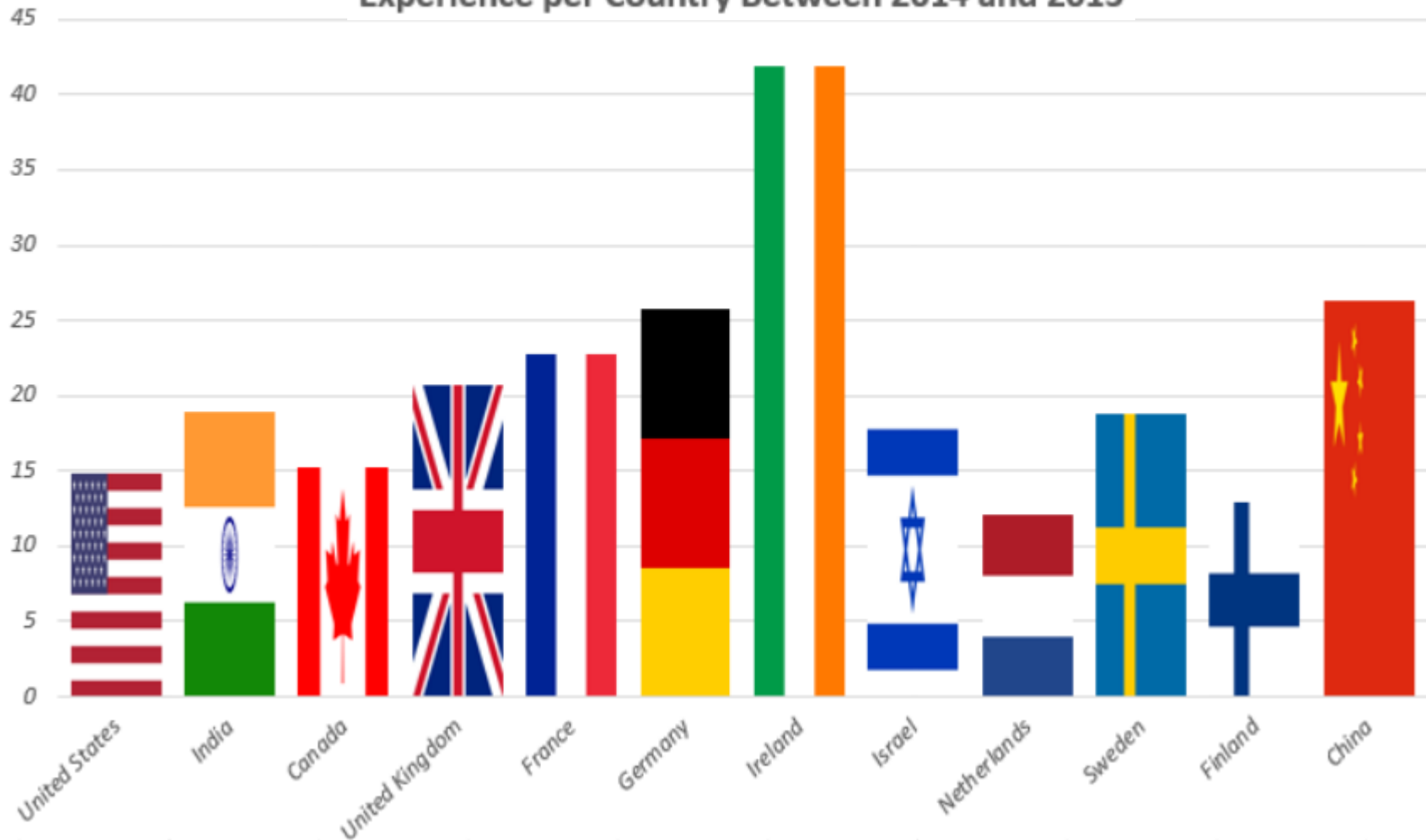
What About Japan?

- Asia is almost certainly under-represented on the previous map
- Am currently aware of 12 Japanese-based firms using DITA
 - But in several cases it may just be a North American branch office using it
- I am hoping DITA Consortium Japan will shed more light on this matter



People Claiming DITA Experience is Growing

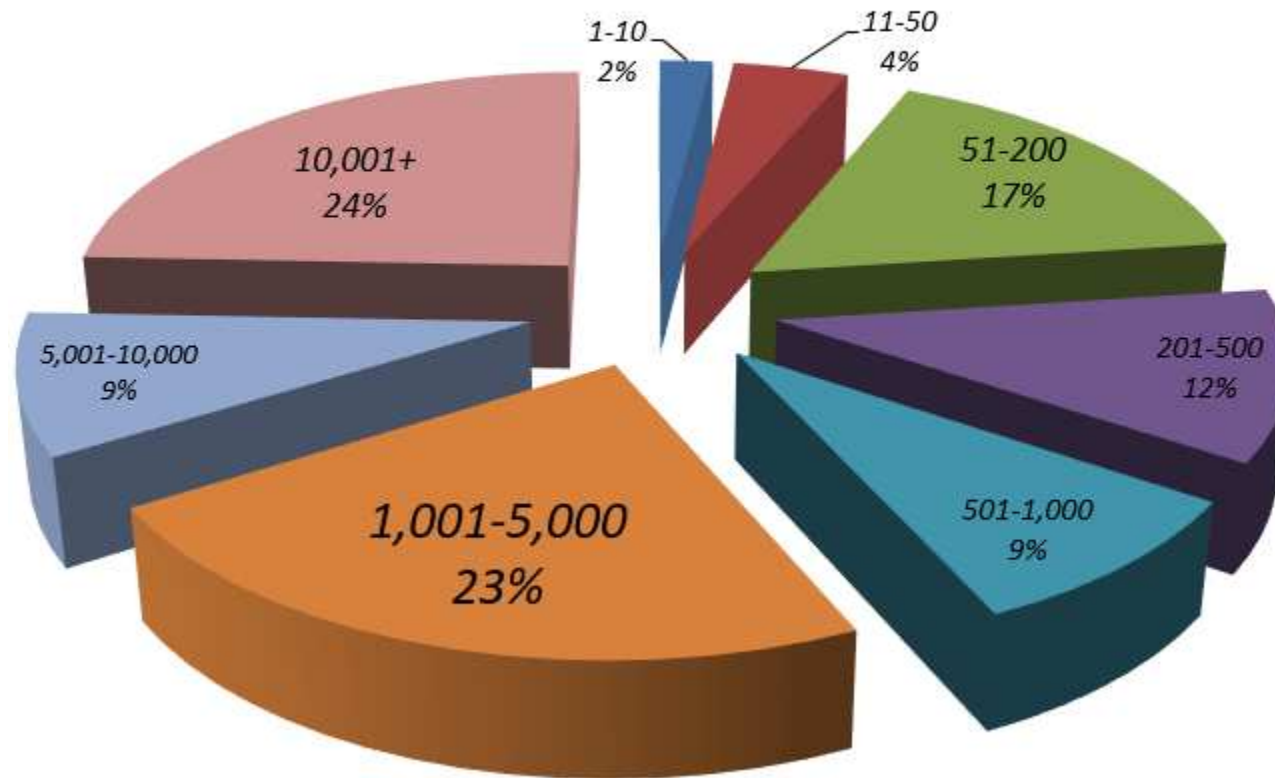
Percentage Growth of People Claiming DITA XML Experience per Country Between 2014 and 2015



DITA is Not Just for Large Companies

- While larger companies predominate, DITA usage is used across all company sizes

**Size of Companies Using DITA
(By Number of Employees) as of Q4 2015**



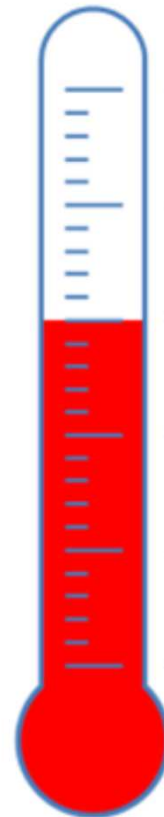
Where is DITA Going?

- 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 publically 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!

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)

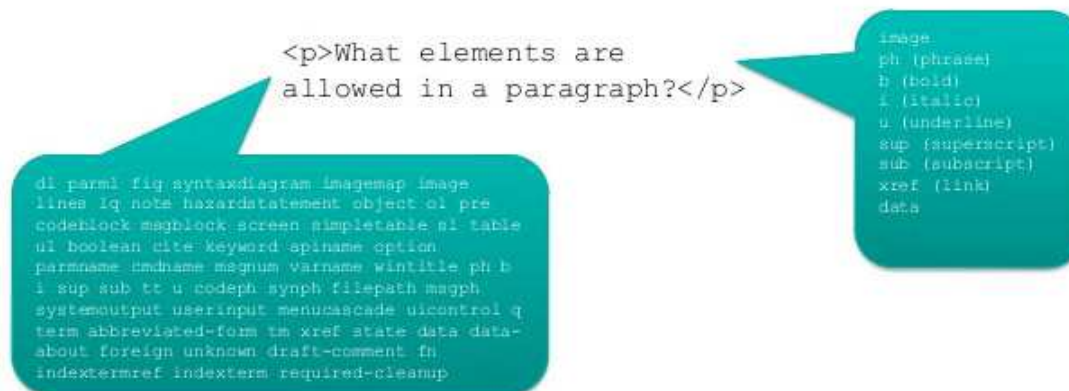
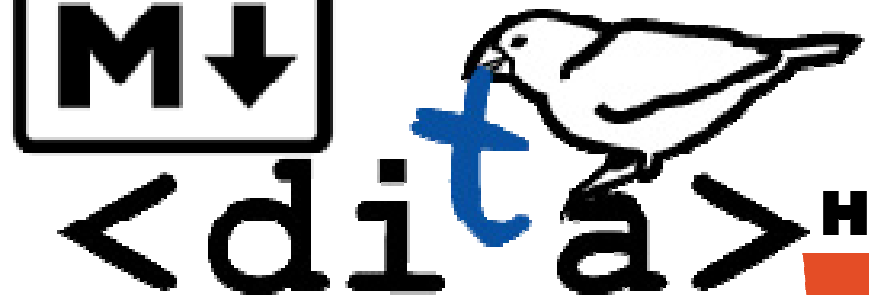


Image courtesy of Michael Priestley and IBM

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



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!



ありがとう (Thank You!)

- Blog: www.ixiasoft.com/en/news-and-events/blog
- Twitter: @IXIASOFT (and @KeithIXIASOFT)
- IXIASOFT DITA CMS Users LinkedIn group: www.linkedin.com/groups?gid=3820030
- OASIS DITA Adoption Committee articles
- Member of OASIS DITA Technical Committee



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