

The Rockley Group Inc.

Publishing once and for all



The Rockley Group Inc.

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Results

- Self-published industry specific book
- Created new way to repurpose single-source content
- Achieved accurate output faster than ever
- Expanded breadth of services

Content strategy specialists turn to Adobe Technical Communication Suite to easily create publications for print, electronic, and mobile consumption

The Rockley Group, a leading content strategy consulting firm, approaches every project from the inside out—helping clients to best meet the ever-increasing demand to create, manage, and distribute content while reducing risk and increasing efficiencies. Founded in 1995, The Rockley Group creates unified content strategies, designs effective multichannel publishing solutions, and most recently, uses Adobe Technical Communication Suite software for Rockley Publishing.

As thought leaders in the field of intelligent content, The Rockley Group is committed to sharing knowledge through books, eBooks, and presentations. One of the firm's noted projects is the simultaneous publication of print and electronic versions of *DITA Metrics 101*, a book and companion workbook by Mark Lewis about how to build a business case for moving to intelligent content strategies. To explore how to easily and cost-effectively create printed books and eBooks, the Rockley team leveraged the tight integration between Adobe FrameMaker® and Adobe RoboHelp® software—two key components of Adobe Technical Communication Suite—to self-publish the print and electronic versions of *DITA Metrics 101*.

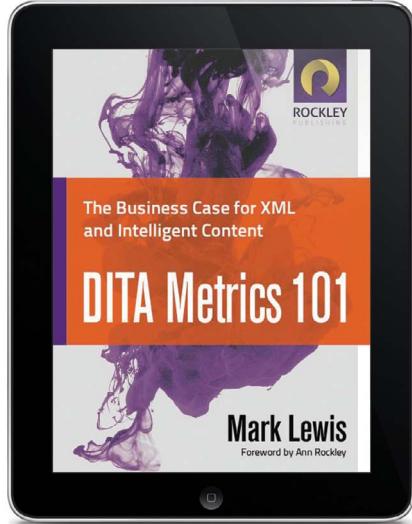
Create once, easily publish everywhere

Ann Rockley, founder and chief operating officer at The Rockley Group, works closely with clients to develop content reuse strategies, put effective tools and technologies into place for creating content, train content contributors, and effectively parcel and store data in content management systems. "Publishing only to print no longer suits an increasingly mobile audience that needs on-the-go access to compelling, interactive information," says Rockley. She adds that all publishers—not just technical communicators—need new ways to easily create content in a single source environment, manage the storage and retrieval of content, and design structured layouts to automatically flow XML-based content into multiple print, eBook, Web, and mobile formats.

The team steered away from using page composition software to publish *DITA Metrics 101*, seeking a better way to automatically, not manually, create tables of contents, indexes, and links, as well as add and update cross-references and integrate other useful features. They also wanted to easily enhance the book with interactive illustrations and workbook pages.

Setting out to create a repeatable publishing workflow, The Rockley Group imported content from multiple Microsoft Word documents into Adobe FrameMaker, and created original XML content in FrameMaker at the same time, helping to ensure that all content was modular and without prior formatting.

With the ability to preview output for targeted devices and screens, The Rockley Group seamlessly published rich, interactive content optimized for the iPad and other devices using Adobe Technical Communication Suite.



Challenge

- Share thought leadership in the area of intelligent content
- Establish repeatable digital publishing workflows to reach the widest possible audiences with digital and print content

Solution

- Adopt Adobe Technical Communication Suite as integrated XML editing environment and PDF and HTML5 electronic publishing solution
- Leverage tight integration between Adobe FrameMaker and Adobe RoboHelp to rapidly deliver consistent versions of multichannel content

Systems at a glance

Adobe Technical Communication Suite. Components used include:

- Adobe FrameMaker
- Adobe RoboHelp

Once the content was in FrameMaker, the team brought the eBook to life using Adobe RoboHelp to access the content directly from FrameMaker. There, they set up styles using CSS and Frame templates for the entire project and for chapters and sections—all the way down to the granular level of characters. Styles were applied to content while the team was able to collaborate using PDF roundtrip reviews. All figures, captions, numbering, and tables were auto-updated. Inside RoboHelp, they used both the preview feature in Adobe Digital Editions and the Kindle previewer to double check work as it would appear on the iPad, Kindle, Kobo, and various Android™ devices.

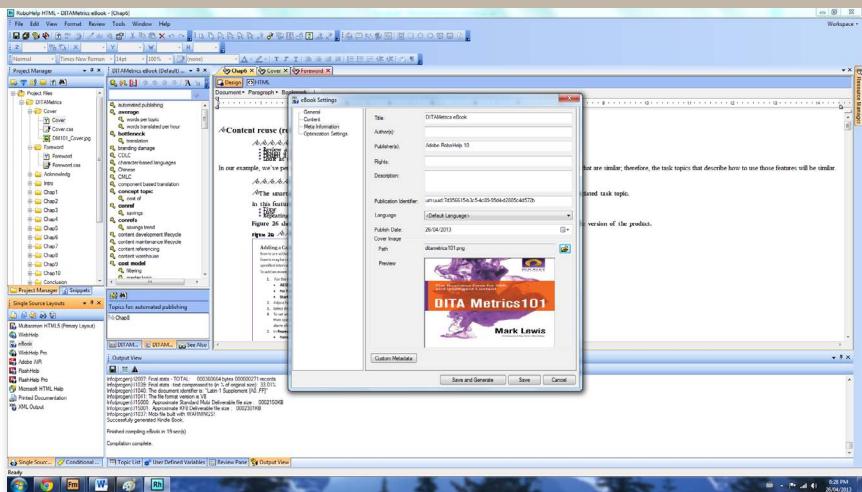
Both the print version and multiple eBook versions were successfully generated more easily and with less customization than the team anticipated. The print version of the book was output from FrameMaker to PDF and then self-published using Lulu.com, an online service for authors who create and sell self-published books.

"The entire process was far easier than I imagined. With just a few changes, RoboHelp largely produced the eBook on its own," says Esther Cressall, desktop publisher at The Rockley Group. "One of the best things about Adobe Technical Communication Suite is that the RoboHelp user interface looks similar to the FrameMaker interface, making it easy to navigate between the two applications." When Cressall needed guidance, she found the online help and video documentation extremely useful.

Accuracy and speed tip the scales

Once the layout of the print version of the book was finalized, it took only a matter of hours to produce the first draft of the eBook. "What most impressed me was that the table of contents and index entries in FrameMaker easily mapped in RoboHelp so that they automatically appeared correctly in the resulting eBook," says Rockley. She adds that the color of the images, the charts, and the photos that were in the original FrameMaker environment also carried through perfectly to the eBook versions.

"Everything appeared as the right color, the right resolution, the right size. It was a clean, easy conversion from print to electronic formats using Adobe Technical Communication Suite." By leveraging the scalable, extensible multiscreen HTML5 format in Adobe RoboHelp, the Rockley team made the eBook look its best on the widest possible range of devices.



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Ann Rockley, chief operating officer, The Rockley Group

Back to the future

Having used RoboHelp a decade ago for creating help files, Cressall was apprehensive about this new use of the mature software. "I was not sure about using RoboHelp for this particular use at the outset, but it ended being a great experience," she says.

Moving forward, The Rockley Group plans to use the tightly integrated toolkit in Adobe Technical Communication Suite to continue publishing its book series. Previously, the firm relied on the services of a technology partner to produce eBooks for clients, but now the team has complete control and the in-house ability to publish rich content available to anyone using virtually any digital device.

For more information
www.adobe.com/products/technicalcommunicationsuite



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