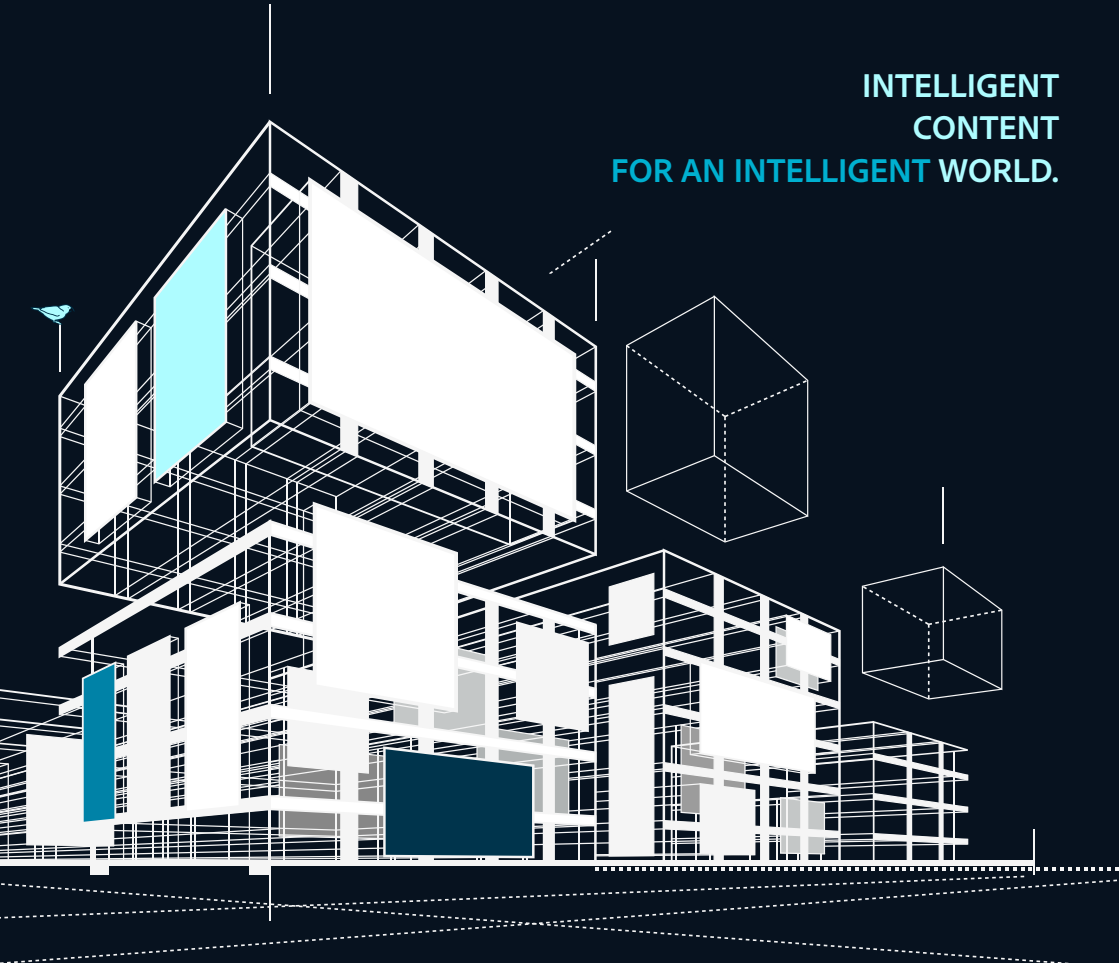




Adobe DITAWORLD 2022

The world's biggest DITA Online Conference
May 10–12, 2022

INTELLIGENT
CONTENT
FOR AN INTELLIGENT WORLD.



The world's biggest DITA Online Conference | May 10–12, 2022

PREFACE

It was May 3, 2005, when IBM submitted DITA 1.0 to [OASIS](#), the Organization for the Advancement of Structured Information Standards, and DITA was adopted as an OASIS standard.

And Adobe was there from the beginning. Adobe FrameMaker 7.2 was released as early as September of that year and came with a “DITA Starter Kit.”

Seventeen years later, DITA has long since established itself as an open, international technical documentation standard. Proprietary XML standards, as still used by some closed “editing systems,” are sinking into the past.

I find it particularly exciting that the success story of DITA as a powerful and flexible Information Architecture is increasingly spreading to other business areas. Knowledge workers in all industries have long since recognized the benefits of DITA. Software companies, Manufacturers, Automotive, Aerospace and Defense, BFSI, Standard organizations—you can find DITA in all the economy branches today.

DITA is increasingly becoming the “digital backbone” for intelligent information processes in Industrie 4.0 and IoT scenarios. Numerous companies have shown impressive examples of this over the years at Adobe DITAWORLD: Machines that get information about their maintenance cycles from DITA Topics.

Maintenance and repair instructions projected step-by-step to the technician from DITA Tasks into the Microsoft HoloLens.

Intelligent, context-sensitive information for the pilot in the cockpit—the applications are many.

I'm sure in the coming years, we will see more and more of these types of application scenarios becoming a reality in more and more companies.

When Adobe established its commitment to DITA in 2005 with the DITA Starter Kit in FrameMaker 7.2, I don't think anyone could have imagined that 17 years later, companies around the world and across all industries would be using [Adobe FrameMaker](#) and [AEM Guides \(formerly known as "XML Documentation for Adobe Experience Manager"\)](#) to build gigantic knowledge bases, power chatbots, enable positive digital customer experiences, project content into augmented reality glasses, and create intelligent information shared in machine-to-machine communications.

Adobe's customers are at the forefront of this Information 4.0 revolution. Pioneers who are using "Intelligent Information" to create new, positive customer experiences. And not only along the complete customer journey—but also along the entire value chain!

Some of the best of these trailblazers have inspired us this year again at Adobe DITAWORLD 2022 with their inspiring success stories. Our deep thanks go to them as well as to our partners who enriched us with their presentations – And to the 6,000 attendees from around the world.

The session summaries in this conference volume are impressive documentation of this.

On behalf of the entire Adobe team, I wish you an interesting read.



Stefan Gentz is the Senior Worldwide Evangelist for Technical Communication at Adobe.

[Stefan Gentz on LinkedIn](#)

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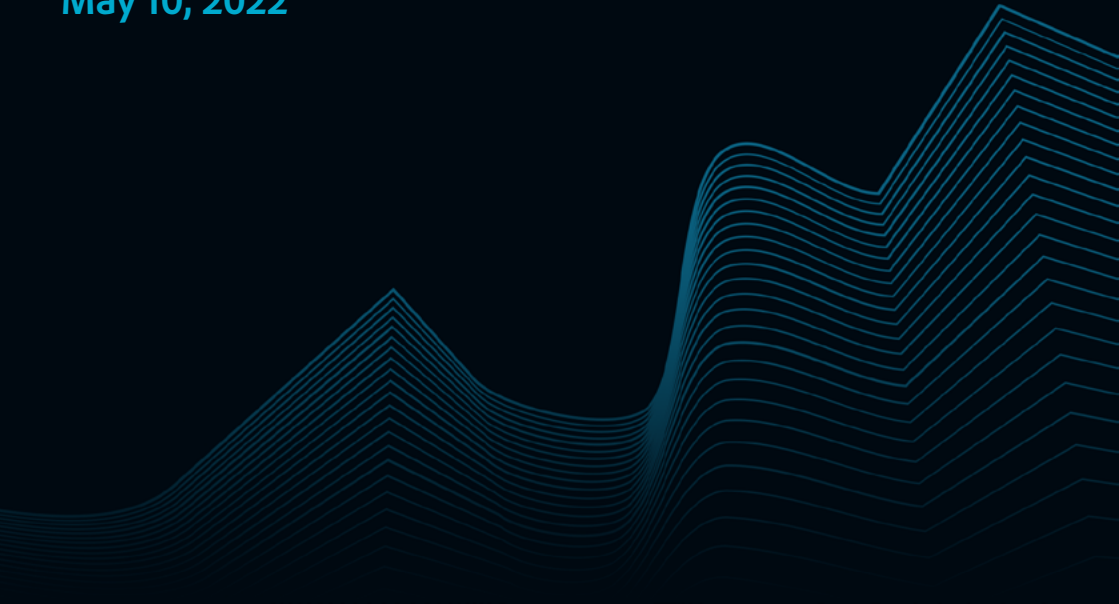
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Day 1

Tuesday

May 10, 2022



Welcome Note

Welcome to Adobe DITAWORLD 2022, Day 1

 [Session Recording](#)



Martina Navratilova

Tennis legend, Speaker, Author

 [Martina Navratilova on Twitter](#)

Martina Navratilova, the Tennis Legend and Hall of Famer, opened Adobe DITAWORLD 2022 with a beautiful and inspiring Welcome Note. Martina observed that effective communication solves problems in business and real life. She encouraged people to follow their dreams and take calculated risks as she had to make the world a better place in every possible way.

Martina said that she chose to never stop learning throughout her life and always adopted new techniques to ensure that she stayed on top of her game. She shared some of her experiences and said she enjoyed competing with herself and challenging herself to be a better version of herself. She believed in being competitive even when people weren't looking.

She reminisced about pursuing her tennis dream through all ups and downs. Even when she missed her family or when she faced a lack of support from the crowds. Tennis was always her passion. But she felt the urge to keep performing at the highest level and take calculated risks even when she went heli-skiing at 60 miles an hour. Martina advised that, just like her, you should take only calculated risks because they help you overcome challenges and reach your goal. Be willing to do whatever it takes to continue being successful in your chosen field. To remain the best tennis player and "win it one more time," Martina remained open to changing her technique, using new equipment, changing her diet, and adapting constantly.

Even after touching the pinnacle of success in Tennis, Martina wanted to do more. She dedicated time to championing human rights, raising awareness on equal rights for women, and forcing recognition of the LGBT communities worldwide.

Martina recommended striving to be the best version of yourself, whether in your professional or personal life. Surround yourself with people that are positive and helpful to you. She said it's okay not to know everything and ask for help. At the same time, it's essential to know who you are and what you stand for and to stand up for yourself.

KEYNOTE

The Future of Publishing is CaaS

How Content as a Service Will Transform Content Operations

 [Session Recording](#)



Sarah O'Keefe

CEO at Scriptorium

 [Sarah O'Keefe on LinkedIn](#)

Within a few minutes into this informative Opening Keynote, Sarah O'Keefe, CEO of Scriptorium, says that Content as a Service (CaaS) is the future of publishing. Let's take a closer look.


O'Keefe says that Content as a Service (CaaS) means producing content on-demand instead of providing prepackaged content to your customers. Rendering and filtering are done after the content is requested, and the actual formatting is also deferred. CaaS also means that you need to have format-neutral storage for your information. She highlights the benefits of producing content on-demand instead of prepackaging content, as in traditional publishing workflows. In CaaS, the transition from owner to consumer happens much earlier in the content life cycle. What do we get by waiting until the client comes along and says hey, I need something specific? We deliver exactly what they asked for.

She then touches upon the problem of purpose-built authoring systems, also known as Content Silos. A Learning Management System (LMS) is not a Content Management System (CMS), and neither is a Knowledge Base (KB) or a Product Information Management System (PIM). Each content silo has its delivery pipeline and publishing workflow, resulting in a different customer experience. Sarah pointed out that with the help of APIs and lightweight delivery, CaaS aims to provide a solution to the problem of combining content sources without unified authoring and avoiding content duplication by leveraging reuse. CaaS beats traditional publishing by personalizing content based on audience skill level, region, language, a preset user profile, or custom user request instead of packaging it ahead of time using predetermined variants. The authors create and publish disparate, disjointed, modular pieces of information that the customer puts together as they want.

Closing her presentation, Sarah says that implementing CaaS will require further configuration effort, alignment across many functional groups, and understanding how granular is too granular. She adds a caveat that CaaS flexibility does come at a cost. Are we ready for the configuration effort? But the bigger question that needs addressing is: Is your content ready for CaaS? She points out that you're already ahead of the game if you're using structured content.

From the Ground Up

Solving Content Redesign Challenges with Adobe Experience Manager Guides

 Session Recording



Marco Cacciacarro

Senior Technical Writer at BlackBerry, Canada

 [Marco Cacciacarro on LinkedIn](#)



Marco Cacciaccaro, Senior Technical Writer BlackBerry, began by reminding us that BlackBerry is still around but no longer in the business of phones.

BlackBerry now offers enterprise-grade software products that increase productivity and protect corporate data and users. With the Cylance acquisition, BlackBerry stepped into the software security space. They were able to offer access to the desktop apps Protect Desktop and Optics through a single web-based console. Marco said that BlackBerry released new products, Protect Mobile, Persona Desktop, and Gateway, to extend zero-trust protection to mobile devices, network connections, and user authentication methods. Over time, BlackBerry aimed to take five separate doc sets for these products and redesign them from the ground up to create a unified doc set – the BlackBerry Unified Endpoint Security (UES).

He touches upon various challenges faced by BlackBerry to unify terminology, branding, and style across divergent content. One of the challenges addressed was getting on the same page concerning style and structure by using content references (“conrefs”). This helped align branding, achieve consistency via QA review, use new DITA templates for common voice and style across UES topics, and use targeted adjustments around DITA elements’ style decisions, such as a clear separation of concept, task, and reference.

Another challenge that Marco talked about is related to keeping up the pace. He demonstrated how AEM Guides (formerly known as “XML Documentation for Adobe Experience Manager”), Adobe’s DITA CCMS, helps them to manage frequent release and localization cycles without disrupting ongoing work across products.


The third challenge Marco’s team aimed to address was to optimize how they localized the content. The AEM CCMS offers a baseline translation model to export content at a specific time and new standards to make content translation friendly, such as terminology standards, limiting screenshots, and using conrefs for product names.

Marco says the fourth and probably the most important challenge that his team faced was to ease the transition to the new unified docs. They took advantage of the CMS integration with the core AEM platform to build intuitive web templates. They also used new resources such as “Intro to UES” images, navigation resources to map old docs to new, and “Middle-man” pages to help their customers adapt to the change. AEM Guides provided BlackBerry with the tools, freedom, and flexibility to address the challenges of rebuilding content to meet the customers’ needs.

And the final challenge Marco’s team addressed was to make the unified docs part of the product. Marco mentioned that they overcame this challenge by adding content-sensitive help into the console that redirects customers to the relevant topic and replacing built-in help strings with a dynamic online resource to drive engagement with DITA content that clarifies the purpose of every screen in the console.

An Adventure through DITA Land

How Our Destination Became the Starting Point of a Journey

 Session Recording



Valerie Stafford


Knowledge Management Department Manager at
Erie Insurance Group, USA

 [Valerie Stafford on LinkedIn](#)



Bernard Aschwanden

President at Precision Content, Canada
(Formerly, CEO at Publishing Smarter, Canada)

 [Bernard Aschwanden on LinkedIn](#)

After a brief introduction, Valerie Stafford and Bernard Aschwanden spoke about Erie Insurance's initial steps towards a better solution – discovering problems that led them from a Mainframe Library Management System to a Word Processing Tool to a DITA Desktop Publishing Tool.

Valerie outlined how the destination turned out to be the starting point of a long journey with hazards along the way in terms of outdated/unsupported hardware and CMS. There was little reuse, and the teams did not follow best practices due to non-standard formatting and manual tracking and reporting. Bernard accurately summarized the hazards by likening the situation to a Frankenstein's monster of components being brought together with the best intentions, but the villagers show up with pitchforks.

Valerie mentioned that they did not have any DITA experts in-house. She took us through Erie's journey to select the right tool – AEM Guides – and the right DITA expert in Bernard's company, Publishing Smarter, to help them.

Valerie said they are thankful to be off the Access database that had all their metadata information and a lot of redundant and obsolete information. And that she looks forward to getting rid of the Excel spreadsheet she had created to address some of the metadata issues, so they can do all their managing and reporting exclusively in AEM Guides.

The journey involved analyzing the existing content by reviewing files and metadata, designing and implementing manual and automated cleanup by identifying non-standard filenames and non-standard data formatting to develop a master spreadsheet for ingestion purposes.


Valerie and Bernard mentioned that the Erie team is ready to implement the solution. They are working with Publishing Smarter to test and set up the AEM environment. Valerie said that after the testing and set up of the metadata ingestion or schema tab is complete, they are looking forward to setting up the review workflows and organizing training sessions for the writing team.

Valerie highlighted what's next in Erie's journey. She said that Erie is moving from a desktop authoring tool to the cloud that will use Windows 10, AEM as the repository, and reduce the number of software they have for authoring and publishing by half. They will use AEM to maximize reuse, automate reviews and other processes, improve metadata findability, improve automated tracking and reporting, and analyze metrics to improve performance.

Finally, Valerie said that Erie's future vision is to use AEM Sites as a better end-user repository that is more user-friendly and to move toward HTML publishing for improved search functionality.

Building Content Bridges


Why Content Needs to Flow Like Water

 [Session Recording](#)



Markus Wiedenmaier

CEO at c-rex.net, Germany

 [Markus Wiedenmaier on LinkedIn](#)



Markus Wiedenmaier, CEO of c-rex.net, information must be formless and adapt to the environment – just like water. Content in a repository is like still water. However, customers want exciting waves of experiences and get the information they need quickly. This is what digitalization of information processes means.

He pointed out that content bridges are required to make information flow in a controlled manner. Marcus extended his water analogy by citing the example of the Romans and how they built aqueducts to direct the water where they needed it. Similarly, when information flows in a controlled manner, it can become knowledge for the customers. Content bridges are necessary to maintain information flow as abrupt breaks or barriers could lead to dissatisfaction for the customer. Those who do not adapt to effective digitization and automation of content processes could become obsolete and irrelevant, Markus said.

Markus pointed out that besides humans, machines are also interested in our content, and both humans and machines expect to access content without needing to search for it. The information must be machine-readable. It also means that information must be discoverable, identifiable, and available in an output format consumable by humans and machines.

Markus said companies must focus on two tasks – preserving old structures and processes where they make sense (stability) and destroying and rebuilding them where necessary (flexibility). He called this the Two Operating Systems approach. The first Operating System must focus on internal data and business processes. It must be a key part of the content strategy and offer stability, process reliability, holism, and sustainability. The second Operating System must be directed externally and be dynamic, offer flexibility, break down content silos, and intelligently connect other silos.

Markus also emphasized the importance of maintaining a single point of truth for the content. Organizations need to connect different systems like a CMS and a PIM System through APIs. The goal is to provide one entry point to the information – while simultaneously implementing multiple touch points. Customers must feel like they are in one unified information ecosystem. Interfaces are the key to success and the pillars of building content bridges. Hence, they must be open and provide access to the original data model.

Lastly, he highlighted the importance of establishing ownership of digitalization in an organization and a continuous improvement approach.

Markus ended with a quote from Bruce Lee: "I said empty your mind. Be formless and shapeless like water. Now you put water into a cup – it becomes the cup. You put water into a bottle – it becomes the bottle. You put it in a teapot – it becomes the teapot. Now water can flow, or it can crash. Be water, my friend."

Ditch the Developer


Self-service PDF Branding and Customization for Everyone

 Session Recording



Chad Dybdahl

Senior Solutions Consultant at Adobe, USA

 [Chad Dybdahl on LinkedIn](#)



Chad Dybdahl, Senior Solutions Consultant at Adobe, started his talk by highlighting the problems organizations face in creating, customizing, and publishing high-quality PDFs from DITA XML Content. Many are using DITA Open Toolkit (DITA-OT) – and the out-of-the-box result is often not in line with the corporate design requiring extensive XSL-FO/XSLT coding and customization. And while DITA-OT is free and Open Source, it comes at a cost – for hiring external consultants and XSLT/XSL-FO developers (or building the required knowledge over years internally). And still, often enough, the published PDF is often only a compromise in terms of page layouts and other design elements.

Chad also explained other options to generate quality PDFs – such as third-party PDF formatter plugins for DITA-OT or Adobe FrameMaker. But even for them, you need expert knowledge. Also, you might need to hire the developer again every time a change is needed, such as due to corporate design changes. And if you are generating a large PDF, especially with many large tables (Java-based jobs), generating the PDF can become very slow. Once again, coding would be required to facilitate any modifications to the template, such as changing the logo, header colors, or even a simple thing like defining a new font.

Chad announced that Adobe offers lightweight PDF design and publishing to solve all these issues by introducing the Native PDF Publishing feature with AEM Guides. This feature enables you to do everything you previously needed to hire a developer. It provides low code and no code options for customizing your PDF within the browser. You can use this new publishing feature with common web-based languages and standard web technologies like HTML and CSS to design and customize your PDF output. Chad said this feature enables you to design and easily customize your page layouts: Add a colorful cover page, add your company logo, add custom background images, watermarks, and metadata – the possibilities are endless.


Chad then demonstrated making all such changes in a live demo. He emphasized that AEM Guides offers everything within a single, unified interface. You don't have to use a wide range of tools to accomplish your goals for authoring, publishing, and managing content.

Among many options he showed, you can use presets to use baselines for managing different releases. You can set up security settings for your published PDF document, work with multiple page layouts, add a new field and use metadata from a bookmap and add it to a page. He also demonstrated how to apply and manage CSS by directly embedding the styles within the HTML or by referencing an external CSS file.

Finally, he published a simple PDF and then an advanced PDF to show how quickly and easily you can generate PDFs on your own using the Native PDF Publishing feature with just HTML and CSS and without any additional complicated coding.

Content Optimization with Congree in AEM


Style, Grammar, Terminology with Congree

 Session Recording



Michael Mannhardt

President at Congree, USA

 [Michael Mannhardt on LinkedIn](#)



Michael Mannhardt, President at Congree, started by explaining that companies can use the Congree Authoring Server to provide content quality feedback to content creators. Supported editing environments are (among many others) Adobe FrameMaker, Adobe InDesign, and AEM Guides (formerly known as "XML Documentation for Adobe Experience Manager"). At the core of their solution is what he referred to as "Linguistic Intelligence."

Congree can incorporate company-specific style guides and terminology. In addition, Congree also helps authors with content reuse and content optimization during the content creation process. Michael pointed out that the main issue that hampers content quality in a company is a lack of consistency. Content needs to be consistent on the topic level. But for true content consistency, language and correct terminology need to be consistent across the enterprise. He used the example of various characters from pop culture to explain how content creators with different personas and different language skills could express the same concept in different words. Companies that cannot enforce a uniform corporate language face high translation costs, require a high volume of reviews, and still face compliance and liability issues. Even if they have a style guide and defined corporate terminology, it is difficult for them to know whether all content creators have applied these rules. Michael asserted that this is where the Congree Authoring Server proves helpful for companies.

Elaborating further about the Congree Authoring Server, Michael said it works on a client-server architecture basis. On the server, there are three components:


- The Language Check component checks the content and provides feedback on grammar, style, spelling, and abbreviations.
- The Terminology component checks the content and provides feedback on correct terms and their variants, and offers a mechanism to add new terms as "term candidates."
- The Authoring Memory or Reuse component checks the content and provides feedback on the reuse of already quality checked sentences.

On the client, it provides integration with content creation environments such as Adobe InDesign, Adobe FrameMaker, and Adobe Experience Manager Guides.

Next, Michael demonstrated how to check and optimize content in AEM Guides with the help of Congree. He showed how the notifications appear and propose a replacement if the term used is incorrect. Michael also showed how to customize the notifications. He explained the info box feature that lets you navigate through the notifications. He also explained the option of adding quality-checked sentences to the sentence database through the "authoring memory candidate" mechanism. After they are approved, these candidates become available to the entire community of AEM Guides content creators.

Don't fumble in the dark. Let data light the way.

How to use Content Analytics to define your Content Strategy

 [Session Recording](#)



Tulika Garg

Group Product Manager at Adobe, USA

 [Tulika Garg on LinkedIn](#)



Tulika Garg, Group Product Manager in the Adobe TechComm group, started the session by giving an overview of Adobe Analytics, Adobe's cloud-based offering for user tracking and reporting. She said that Adobe Analytics tracks the usage and consumption of your end-users as and when they consume the content posted on your sites. Then Adobe Analytics generates various user-friendly reports that give you insight into these consumption patterns. The reports are delivered through an intuitive graphical user interface called the Adobe Analytics Dashboard.

Tulika mentioned that AEM Guides offers an out-of-the-box template for publishing your content called the Knowledge Base (KB) template. She said that when you publish your content to this KB template, it tracks the usage with Adobe Analytics by default and generates three primary actionable insights for content authors and managers:

- Monitoring and reporting usage and consumption patterns,
- Anomaly detection,
- Data about actual end-user needs.

Tulika added that besides content authors and managers, Adobe Analytics also has built-in automation in the form of Dynamic Content Widgets to make content more useful for your end-users in real-time. Dynamic widgets save authors' time as manual updates are no longer required.

Tulika wrapped up the session with a live demo of the reports available through the Adobe Analytics Dashboard. The reports include

- the Top Search Term Report
- the Unanswered Search Query Report indicates which content is missing from your KB
- the Top View Pages Report
- the Geo Distribution of Visitors Report can help in determining your localization spending
- the Weekly Usage Pattern Report can help you plan upgrades and content uploads
- the Knowledge Flow Report gives you visibility on how end-users are navigating through your content
- the Average Time Spent report, and
- other standard reports such as the User Browsers, the Operating System Used, and the Page Views reports.

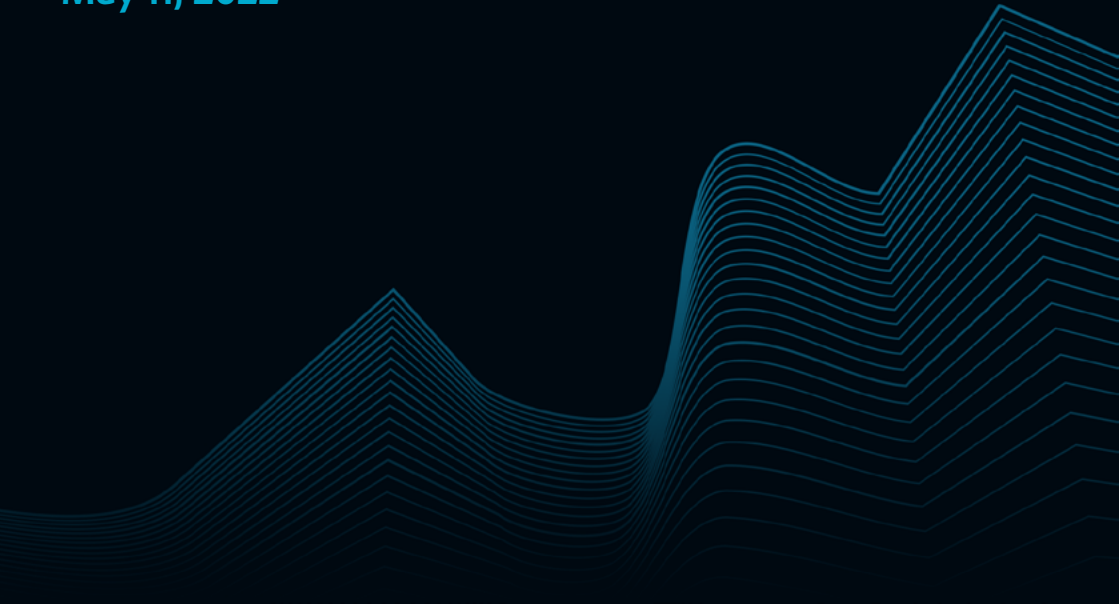
Finally, Tulika demonstrated the two-way communication between Adobe Analytics and the Knowledge Base template. While Analytics is tracking the Knowledge Base usage, Analytics is being used to power dynamic experiences for the end-users.



Day 2

Tuesday

May 11, 2022



Welcome Note


Welcome to Adobe DITAWORLD 2022 – Day 2

 Session Recording



Amit Ahuja

Senior Vice President Experience Cloud at Adobe

 [Amit Ahuja on LinkedIn](#)



Amit Ahuja, Senior Vice President, Adobe Experience Cloud, began his Day 2 Welcome Note by expressing his amazement at the profound global shift in working, learning, and consuming entertainment. He noted that in the burgeoning digital economy, we are increasingly using the digital world to do things we once only did in the physical world. Some examples of this trend include growing E-commerce sales and telehealth visits, use of online customer support, the prevalence of e-signatures on documents, and a preference for e-learning from home. Amit also observed that people embrace immersive games and virtual concert experiences, and enterprises move from on-premise solutions to cloud-native solutions. Employees are collaborating in real-time across organizations and geographies. The acceptance of virtual worlds is evident from the interest and excitement around Web 3 and the Metaverse.

Amit said that as people's habits and expectations have changed, businesses have had to rethink how they engage with customers, sustain trust, and earn customer loyalty, and run a digital business end-to-end. Businesses are working hard to figure out how they can capitalize on the enormous opportunity of the digital economy.

Amit declared that content is at the heart of this shift to the digital economy. Hence, businesses must rely on standout content and high-impact design delivered in a personalized way to offer great customer experiences. Keeping this philosophy in mind, Adobe believes in creating great personal content and building emotional connections while engaging with employees, serving customers, and collaborating with partners.


He added that Adobe Experience Cloud is uniquely positioned to deliver on your needs whether you are a mid-sized manufacturer, enabling digital commerce, or a global multinational looking to orchestrate your end-to-end experiences with customers across channels. Adobe Experience Cloud is built on three strategic pillars. The first pillar is "content for all" with AEM Assets Essentials and other solutions like Adobe XD and AEM Sites. The second is "experience intelligence," leveraging data and machine learning to unlock personalized experiences at scale. Adobe Experience Manager (AEM) Guides, the rebranded DITA CCMS formerly known as "XML Documentation for Adobe Experience Manager," has made Adobe Experience Cloud a central place for all enterprise content. And the third pillar is "omnichannel content delivery," which ensures content can be created once and reused across multiple channels.

Amit concluded the talk by saying that he felt proud and humbled by the impact of Adobe technologies on society – from desktop publishing and imaging to electronic documents, video and gaming, and digital marketing and commerce.

KEYNOTE

Content Impact Who?


How to Uncover the Value of Optimizing your Content Supply Chain

 [Session Recording](#)



Anuj Jain


Managing Director at Accenture, India

 [Anuj Jain on LinkedIn](#)



Daniel Nutburn


Vice President Global Partners & Alliances at Acrolinx, USA

 [Daniel Nutburn on LinkedIn](#)



Paul Gilliam

Head of Engineering for Experience League at Adobe, USA

 [Paul Gilliam on LinkedIn](#)

Daniel Nutburn, Vice President Global Partners & Alliances at Acrolinx, kickstarted the triple keynote session that he presented with Anuj Jain, Managing Director at Accenture, and Paul Gilliam, Head of Engineering for Experience League at Adobe.

Daniel said that the Adobe DITAWORLD community understands the need for a well-defined, well-governed content architecture and the need to get the right consultancy advice and supporting technologies such as AEM Guides and Acrolinx. However, some company leaders still need to understand the link between content efficiency, productivity gains, and key business metrics. In this session, Daniel, Anuj, and Paul aimed to outline the approach for assessing content impact and a real-world look at the benefits of good content for an organization.

Anuj spoke about the challenges faced by the customer services organizations and marketers due to the availability of multiple delivery channels, the need for personalized content, and the "right here, right now" approach. He said that Accenture believes that the digital-first approach also needs to be accompanied by a focus on accessibility. Content must be modular, facilitate reuse, provide actionable insights, be human-centric enhancing customer experience, and be personalized and authentic.


Daniel mentioned that according to a Forrester study ("Supercharge Long-form Content for Personalized and Consistent Experiences", 2021) most C-Level executives believed that effective content solutions are beneficial for customer support and reduce compliance and regulatory issues. Organizations need to ensure that customers get relevant, personalized content across different touch points. Acrolinx helps customers to build corporate style and brand guidelines with their content governance platform. Their platform offer governance mechanisms to ensure that the content is impactful and meets the content goals. Automated content checking and Quality Gates guide content creators. The Content Cube extension provides a visual way of making correlations between content quality and content impact.

The third speaker of the triple keynote, Paul, explained the practitioner's perspective. Content must be accurate, relevant, up to date, and make sense to be effective. Otherwise, it can negatively impact customer trust, product usage, and the renewal or subscription of a service. Paul mentioned that Adobe developed the Scalable Collaborative Content Model (SCCM) with Acrolinx to ensure that content can be authored, validated, checked, structured, packaged, translated, and published continuously. For machine translation, Adobe uses Acrolinx for validating content.

Paul closed the keynote with special emphasis on continuously improving Adobe's SCCM Experience League model. He said that in this regard, they are looking forward to implementing Acrolinx's Targets capability to help them manage their evolving language and terminology goals.

To Digital and Beyond!


A Digital Transformation of Zebra's Technical Content

 [Session Recording](#)



Huntley Eshenroder

Senior Technical Writer and Project Lead
at Zebra Technologies, USA

 [Huntley Eshenroder on LinkedIn](#)



Michelle Mamistvalov

Senior Technical Communicator at Zebra Technologies, USA

 [Michelle Mamistvalov on LinkedIn](#)



Huntley Eshenroder, Senior Technical Writer and Project Lead at Zebra Technologies, and Michelle Mamistvalov, Senior Technical Communicator at Zebra Technologies, started their presentation with a brief introduction of her team and Zebra Technologies. Zebra Technologies is a US-based provider of data collection and processing devices and software. Zebra develops and sells barcode scanners, RFID readers, mobile computers, and printers for printing coupons, tickets, and receipts.

Huntley explained why Zebra chose AEM Guides when they moved from unstructured to structured documentation in DITA. They were already using Adobe Experience Manager for Zebra.com and had an in-house team with AEM expertise. As part of their AEM Guides implementation strategy, a small team of writers started working on pre-content conversion activities and writer training. The conversion strategy involved starting new product documentation in DITA, converting documentation for products under active development to DITA, and keeping the documentation for end-of-life or near-end-of-life products in the unstructured format. The team was also responsible for building relationships with key stakeholders across departments to ensure a seamless transition experience.

Michelle said they chose to automate the conversion process using the FrameMaker plugin FM2DITA, but they also used Copy & Paste for smaller documents. They hired Publishing Smarter to handle a large conversion project. Michelle also compared complex FrameMaker Conditions versus Content References (“conrefs”) in DITA and AEM. Conrefs also helped them create warehouse topics and filter review content for a specific product.


First their writers took the DITA basics online course by Scriptorium. Then, they provided in-house hands-on training with sample content. And finally, they provided reinforcements to the writers with ongoing, bi-weekly DITA user group meetings. As the next steps in their DITA journey, they want to increase the adoption of AEM Guides outside Technical Content Management, train more writers, and support additional output formats.

Michelle demonstrated how other teams within Zebra, such as the 123Scan app team, are repurposing the content as it is now in XML to generate helpful content like in-context help. Huntley showed another example of incorporating videos into their technical documentation to provide a superior customer experience and Michelle demonstrated reusing content. For example, they move their regulatory content to DITA, so that they can reuse the it across multiple Zebra hardware products by using KEYREFs and conditions. She showed a windows app she created to allow SMEs to make changes, such as editing bookmap metadata.

In closing, Huntley shared the lessons they learned during the AEM Guides implementation, such as developing a content strategy that would restructure the documentation into smaller, more discrete chunks and keeping their stakeholders involved throughout the process.

The Case for Content

How Adobe Experience Manager Helps Content Professionals manage Post-Sale Content

 [Session Recording](#)



Susanna Carlisi

Senior Content Strategist & Tools Specialist, Global Product Documentation Development at Ciena, USA

 [Susanna Carlisi on LinkedIn](#)



Susanna Carlisi, Senior Content Strategist & Tools Specialist, Global Product Documentation Development at Ciena, described how Ciena is taking its DITA implementation to the next level using AEM Guides.

Susanna began by providing a brief introduction of Ciena and her work. She then stated why AEM Guides meets Ciena's content needs. The main reasons were optimizing reuse, managing dependencies, enhancing search, managing versions and releases, integrating release baselines in the translation workflow, supporting current authoring and publishing workflows, and leveraging reports to track reuse, file errors, and version comments.

Susanna said they had implemented reuse primarily at the ditamap and topic level. However, they did use conrefs as well. Also, as they authored in Adobe FrameMaker and stored their content on a non-DITA-aware system, authors needed to manually track and retrieve all the folders and files referenced in a ditamap to resolve all references. They solved this issue with AEM Guides as it offers native integration with FrameMaker. When the ditamap opens in FrameMaker, all map references, including other reference maps, topics, and graphics, are automatically downloaded to the local FrameMaker workspace. Also, AEM Guides automatically keeps track of all dependencies eliminating the need for manual tracking.


Susanna said the native integration of AEM Guides with FrameMaker also resolved their issues with file management. The FrameMaker AEM connector comes with a repository manager. The file opens in FrameMaker for editing and can be checked back into AEM Guides. AEM also offers a full-text search across the repository and includes many filters and additional features such as creating a dynamic search called a "smart collection." The search results of a smart collection update dynamically when you perform the search.

To manage versions and releases in AEM, you can use baselines to create snapshots of ditamaps that will be published and translated. Using a label configured for the files included in the baseline, you can quickly identify the version of a file that is used in a baseline. Using baselines, version labels, branch, and merge, you can release content without interfering with development for the next release. You can use baselines to publish any content by selecting it in the output presets tab of the ditamap console. You can also use baselines in the AEM Guides translation workflow to send just those topics to the translation vendor added since the last translation, thus saving time and money spent on translations. AEM Guides can also be configured to publish with the FrameMaker publishing server, including the ability to publish any baseline ditamap. Finally, you can leverage the power of AEM reports tracking reuse, file health, and version comments. Some examples used in Ciena include content reuse report, ditamap report, and version comments (custom tool for Ciena).

In the end, Susanna demonstrated all the features she discussed so far, in action, in Ciena's AEM Guides implementation.

Is it safe to mention DITA in Polite Society?

Seeing the Wood from the Trees and Communicating what's Important

 [Session Recording](#)



Julian Murfitt

CEO at Mekon, UK

 [Julian Murfitt on LinkedIn](#)

Julian Murfitt, CEO at Mekon, addressed the issue of trying to convince senior management to adopt DITA XML. He further said that XML is vastly misunderstood. Speaking about JSON, Julian said that it's a lightweight interchange format that doesn't do semantics and is not designed for metadata. But it is simple to understand, and it's great for the Web and languages like JavaScript. While comparing XML and JSON, he likened JSON to emojis that are a simple way to communicate but lack finesse. As for DITA, it is like a language in that it is a set of rules that allow you to use letters in a certain order to form a structured way to communicate. For example, if DITA were French and S1000D were English, although the two are not directly compatible, they might have similarities. For example, "table" is written in the exact same way in both languages but pronounced differently in French. He said that you could use Lego to describe DITA: Lego forms little blocks, with each block created to a very particular specification that allows them to fit.

Similarly, in the case of DITA, if you write your content using those rules, we can collect its elements together and tell stories. You can also use DITA to produce JSON output. Hence, Julian submitted that XML is more powerful than JSON. Also, he said that a move to DITA is not so much migration as it is a metamorphosis. After migration, a bird remains the same, whereas, through metamorphosis, a caterpillar transforms into a butterfly.


Julian then explained some new concepts such as Content Operations, Content as a Service (CaaS), Headless CMS, Semantic modeling, Knowledge Graph, Virtual reality/Blended Reality, Digital Twin, Omnichannel, Natural Language Processing (NLP), Artificial Intelligence (AI), and Enterprise Taxonomy. He also touched upon the term Technical Writers and observed that the term had been renamed to Content Engineers or Information Designers. Julian emphasized that Semantics is essential irrespective of whether you use a headless CMS, Web CMS, DITA CMS, or working with XML or JSON. Semantics makes content intelligent so that computers can read, understand, and interpret that information.

AEM Guides (formerly "XML Documentation for Adobe Experience Manager"), Julian emphasized, is a very powerful, fully capable DITA CCMS. It also provides the architecture for a Headless CMS, works with AEM Sites, and can publish on multiple channels. He also introduced his company's products, such as the Semantic Booster for AEM that companies can use to manage taxonomy, and Congility, which provides smart delivery for field engineers and content users.

Julian explained some DITA concepts such as information architecture, keys, maps, and specialization. He maintained that while XML might be scary to some, it is still more powerful than many other technologies, and we should embrace it. In summation, Julian proposed that we need to rebrand DITA as it doesn't sound as pleasant to the ear as JSON.

Decouple Development and Documentation Processes


API Documentation – with OpenApi/Swagger, DITA, and Adobe Experience Manager

 [Session Recording](#)



Markus Wiedenmaier

CEO at c-rex.net, Germany

 [Markus Wiedenmaier on LinkedIn](#)




IMarkus Wiedenmaier, CEO of c-rex.net, talked about API documentation and how his company c-rex.net decoupled software development from software documentation processes and releases. Markus began the talk by explaining the OpenAPI initiative and the Swagger network. In this case, APIs mean APIs of RESTful services. OpenAPI specification is programming language agnostic, and its exchange format is usually JSON. To explain how the OpenAPI specification looks in JSON format, Markus used the c-rex.net IDS content API as an example. c-rex.net IDS is a cloud system offering Content as a Service based on the German tekcom standard iIRDS. He then showed how the documentation looks when the source for the documentation is the source code. Finally, he showed Swagger documentation written in machine-readable JSON representation and human-readable HTML.

Markus contended that developers should not write documentation as they are paid for developing software features and not for writing documentation. They are experts in their domain, and one person should not perform two roles, and often they do not have the writing skills required for professional documentation. However, they must be responsible for acting as digital information providers and initial information in a written form.

Markus then explained DITA reuse mechanisms such as keyref for variables, conref for content reuse, conkeyref for variable content reuse, and conref push to add or replace content in existing documentation. He said conref push is the key reuse mechanism for our purposes. He then explained the c-rex.net process of getting API documentation from Swagger to DITA to AEM Guides. A professional technical writer can review and edit the API documentation in AEM Guides. After editing/review, you pushed the content back to Swagger. The processes involved converting OpenAPI JSON files to DITA, replacing some developer API descriptions by technical writers in AEM, and publishing the content to HTML5, PDF, and AEM Sites. The final step would be to publish the content back to the c-rex.net content API. We can then override Swagger standard descriptions with the content created by a team of technical writers on demand. As soon as technical writers update the documentation and publish it to c-rex.net IDS, documentation in Swagger becomes up to date without the need for changes in source code. Developers and writers are working together, but their processes and releases are decoupled from each other.

DITA Intelligence for Adobe Experience Manager

How to use DITA Metadata to improve the Customer Experience

 [Session Recording](#)



Frank Ralf

Technical Consultant at parson AG, Germany

 [Frank Ralf on LinkedIn](#)

Frank Ralf, Technical Consultant at parson AG, started the session with an introduction to his company and himself. He then touched upon metadata and why you should care about it. In the simplest terms, he said, metadata is data about data that provides the underlying semantics for your content, is mostly invisible, and can be stored separately from the content, for example, in a CCMS like AEM. Metadata can be used to render important semantics for search facets and filtering, and versioning. In AEM, metadata can be called properties, tags, predicates, or taxonomies. Frank discussed the asset view in AEM, metadata schemas, the metadata schema form editor, and metadata profiles. He also configured the search form editor and tagging to define your taxonomies as hierarchical tags in AEM.


Frank then shifted his focus to how DITA metadata is handled in AEM. He said that in AEM, DITA metadata is treated differently from other metadata. He explained how to decide which metadata is relevant for your content and discussed DITA metadata extraction. Frank also explained how to configure and apply serialization, use the extracted DITA metadata for DITA Open Toolkit (DITA-OT) to generate output, and configure elements and attributes mapping in AEM.

In closing, Frank mentioned that you must use a standard like iiRDS for modeling your metadata to avoid issues that may arise when consolidating metadata from different content sources to make your content more robust.

KEYNOTE

Better Mileage from AEM's DITA XML Editor


Getting the max out of Adobe's Web-Based DITA XML Editor

 Session Recording



Bernard Aschwanden

President of Precision Content, Canada

 [Bernard Aschwanden on LinkedIn](#)

Bernard Aschwanden started his session by praising the new Editor in AEM Guides (formerly “XML Documentation for Adobe Experience Manager”). The toolbars give quick access to functions that help productivity right away. These provide immediate access to the Repository, Map, or Outline views. Reuse of content, glossary, conditions, and snippets are also available to pick what you need, use it, and jump back to content edits and updates.

Templates help users and can be based on a topic, concept, task, or reference. You can enhance them with sample structures. For example, predefined sections, tables, metadata, or other content. Once created, connect them to a folder profile and make it faster to create a new content-rich topic.

Excel and Word document samples allowed Bernard to demonstrate tables, figures, and text content and how it imports to the Editor. The Excel grid/table can be copied and pasted, and charts from Excel can be imported as fully formed images. These can quickly be resized via drag-and-drop. Well-styled Word content seems to port nicely even if NOT using the bulk ingest features.

Code view gave a great snapshot of the underlying information in a topic. Bernard showed attribute values ‘at a glance’ as an example of where code view can help.

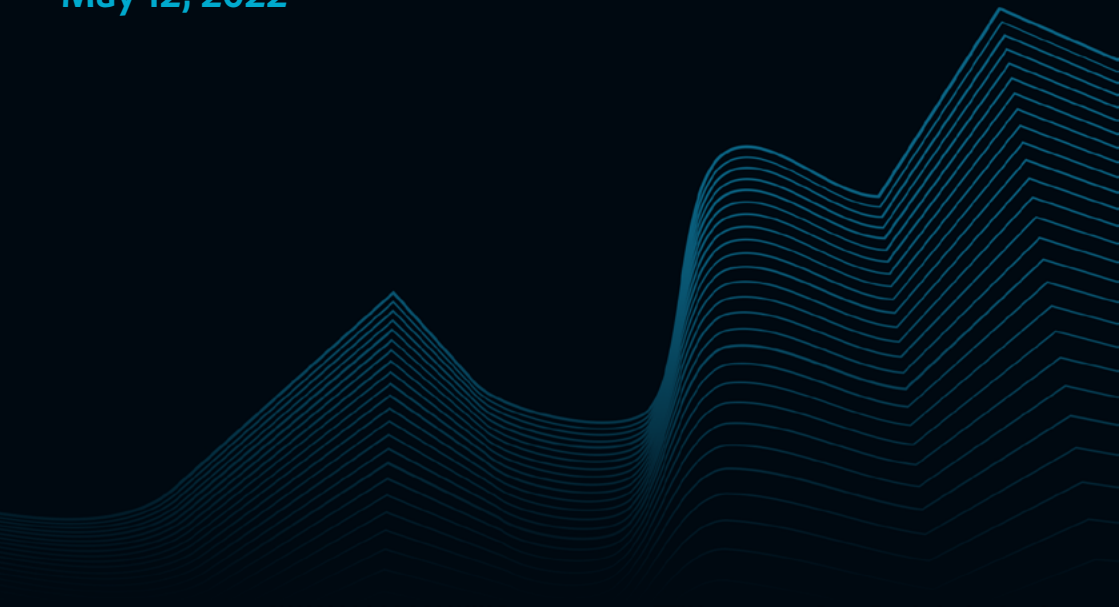
Bernard also impersonated another user, checked out files, and built a dynamically updating list of filtered files. The Smart Filter is a solid productivity tool when connected with the Favorites to find files, even if that information changes daily. He closed the demonstration by touching on PDF publishing features to create great-looking PDF output. Remember, Chad Dybdahl did a deeper exploration of this in his session.

Adobe Experience League videos referenced are here: <https://experienceleague.adobe.com/docs/experience-manager-xml-documentation-learn/videos/overview.html>

Day 3


Tuesday

May 12, 2022



Welcome Note


Welcome to Adobe DITAWORLD 2022 – Day 3

 Session Recording



Vivek Kumar

Director of Products at Adobe

 [Vivek Kumar on LinkedIn](#)



Vivek Kumar, Director of Products at Adobe, welcomed everyone to Day 3 of Adobe DITAWORLD 2022. Picking up his exciting welcome note from 2021, where he talked about the coexistence of humans and machines, especially the relevance of artificial intelligence (AI), he spoke about the human brain. He likened it to the central processing unit (CPU) in a machine.

He recounted an experiment where the scientists tried to determine if different parts of the brain function differently or uniformly. The scientists disconnected the auditory cortex from an animal's ear and connected the optic nerve to it. The auditory cortex, which usually facilitates, starts seeing. As a result of several such experiments, the scientists concluded that the brain functions and learns uniformly. In the 1980s and 90s, scientists who worked in computer science and AI studied how the brain works and contemplated whether they could use this information for artificial learning, resulting in new fields in computer science called "neural network" and "artificial intelligence." He explained how neural networks and deep neural networks are based on the vast network of interconnected neurons in the brain. He noted that computational costs increase as you scale a deep neural network. Hence, it's important to consider if the ROI justifies the investment.


Vivek demonstrated that in the TechComm world, a computer could compute words in a meaningful way. He worked out the vectors for the words in a simple mathematical equation such as "AEM Sites – Marketing + TechComm = AEM Guides" by assigning the properties or features to the words and determining their weights. The resultant vector was almost the same as the vector for "AEM Guides." But, in real-world scenarios, the main issue is: What is the set of features for a given word, and how can a human assign features for all the words? The solution is to use the neural network and computing as it is language agnostic. As the computer is given more and more problems to solve, it automatically learns the features. It learns the features, but it also learns patterns and relationships.

The limitation on how the computer learns is that it can only learn based on the contexts you give it and the problem you ask it to solve. It can identify related patterns such as "Speaking : spoke" – "Writing : wrote". However, it may not know that those are verbs and tenses. It can be used for solving many problems, including smart tagging, auto summarization, content reuse, auto-complete, related content, and content personalization. Vivek said he was excited about the future and hoped that we will see more solutions around this area in our products to help our customers better.

KEYNOTE

Microcontent and the Future of Publishing


Orchestrating Omnichannel Content at the Speed of AI

 [Session Recording](#)



Rob Hanna

President & Co-Founder at Precision Content, Canada

 [Rob Hanna on LinkedIn](#)

The keynote of Day 3 got off to a great start with Rob Hanna, President & Co-Founder of Precision Content. While introducing himself, Rob said that he had been troubled by the slow rate of adoption and lack of ROI companies seen when moving to DITA. So, he launched Precision Content and created his own research-based Precision Content Writing Methods. Rob said that his talk ties in with Sarah O'Keefe's brilliant keynote on how Content as a Service (CaaS) promises to fundamentally change how we publish content as it explains why and how we will reach this bold new vision.

Rob said that companies threatened by smaller, newer organizations that disrupt their industry need to learn to leverage their own experience and wealth of tacit knowledge to disrupt their industry before the competition does. He contended that Artificial Intelligence (AI) is the future of humankind. But if we want AI to become a force in our industry, we'll need to meet it halfway by learning how to write for both humans and machines. He then walked us through the history of content. We went from voice-based 1-to-1 communication to manuscript 1-to-many, to print 1-to-many more, to digital, many-to-many, and now we're back to voice. But this time, we talk to machines, and the machines talk to us, which brings us to structured and intelligent microcontent. Rob said that true microcontent provides a single answer to a single question (focus). It identifies the intended user response (function) and has a structure that uses predictable patterns and language. Also, it has context to make microcontent easily related to other content.


Rob explained the four characteristics of microcontent – focus, function, structure, and context. He emphasized that blocks are much more appropriate for conversational user interfaces such as chatbots and automated assistants. Precision Content introduced “process and principle” to categorize the DITA information types besides reference, task, and concept. While talking about structure, he mentioned that structured writing existed before DITA, XML, markup languages, and even desktop publishing. He used a client case study to highlight how structured authoring reduces word counts, improves the readability score, and makes the content easier for humans and machines to understand. Rob explained that context helps us understand how one piece of information relates to other pieces of information and how it creates different metadata as part of a whole. He mentioned that the tekcom iIRDS standard or “intelligent information Request and Delivery Standard” does this.

Finally, Rob said he was happy to see microcontent features in Adobe products such as Adobe RoboHelp and AEM Guides. He is happy to see that we are on the right path of human and machine understandable microcontent; we just need to continue this journey.

Before wrapping up, he invited everyone to visit their website <https://pcas.info/ditaworld> to subscribe to their newsletter and download free web papers, including their microcontent white paper and visit <https://www.precisioncontent.com> for more information.

Funding a Regrettable Necessity


How to Get Executive Buy-In for Technical Communications

 Session Recording



Amanda Patterson

Technical Communications Manager at Hunter Douglas, USA

 [Amanda Patterson on LinkedIn](#)

Amanda Patterson, Technical Communications Manager at Hunter Douglas, shared that she fell in love with teaching writing and getting into the researched argument to find the clearest, most precise ways to communicate information. From there she started her career in technical communication. When she joined Hunter Douglas, she encountered a typical setting where TechComm is almost a necessary evil. Amanda shared the incredible journey of how she changed such a mindset to that of the executives asking her what she needed to make TechComm happen. She credited her foundational approach to a TedTalk by Linda Cliatt-Wayman called “How to fix a broken school? Lead fearlessly, love hard.” One of her sayings is, “So What? Now What?” which guided Amanda throughout her career.

The five-step approach Amanda used to make a successful pitch involved

- closely analyzing her team and its processes to truly understand the team’s current state
- crystallizing her vision for the ideal state to understand how she would like things to be
- identifying what would it take to get the team to the perfect vision future state
- selling this grand plan to the executive team to get it funded and supported, and
- implementing the plan.

After identifying the current state, Amanda used “So What?” to communicate why the current state does matter and what the implications are to her job, the company, and her team. “Now What?” brought what they must do about the current state into focus. Did they need better tools, better technology, more people, a different approach, or a new process? Such clarity of thought at a granular level helped her present a clear and logical pitch.


The current state analysis revealed that they had a good authoring tool in InDesign, a hard-working and dedicated team, and people with specific and valuable interpersonal skills. However, they also had opportunities for growth and improvement. Amanda recommended that after you have understood the current state, you need to document it clearly and then move on to crystallizing your ideal state vision and identifying the requirements to achieve the ideal state. It’s also crucial to identify areas where you can save time and costs. Make sure to involve your team in the discussions and frequently communicate with stakeholders from other departments. It’s crucial to align your vision with the organization’s strategic initiatives.

And most importantly – understand the interests and negative triggers of the senior executives to whom you plan to pitch and tailor your pitch accordingly. Amanda also recommended educating your immediate managers and gaining their support for your pitch. They will be able to help you with selecting the correct template and using the right buzzwords.

Finally, Amanda advised that you must present your pitch confidently, passionately, and with a smile. You’re more likely to get your funding if the leadership team is engaged and excited about your vision.

The Single-Source of Truth for Dual-Channel Publishing

How Thomson Reuters publishes Content to AEM and Salesforce

 [Session Recording](#)



Amy Griffin

Senior Product Manager of Content Strategy & Design at Thomson Reuters, USA

 [Amy Griffin on LinkedIn](#)



Aswini Lakshminarayanan

Solutions Consultant at Adobe, India

 [Aswini Lakshminarayanan on LinkedIn](#)



Amy Griffin, Senior Product Manager of Content Strategy & Design at Thomson Reuters, USA, provided a brief introduction about [Thomson Reuters](#) (TR). Amy leads her content team and is part of the team that created TR's first chatbot, Triva.

Amy proceeded to talk about the issues in her company's vast content strategy framework, including multiple help centers developed in silos, with a large amount of redundant content and inaccurate answers resulting in maintenance nightmares. They launched the "Change Program," an initiative across TR to address these issues. The goal was to consolidate the tech stack and unify the digital experiences for their customers and internal agents.

Amy said that for her session at DITAWORLD, she will focus on the help and support workstream. At TR, they took a two-step approach to address their issues: First, they used the out-of-the-box templates for AEM Guides and Salesforce platforms to synchronize article templates between the two platforms. Then they synchronized metadata schema and data categories and across all their digital resources. With these measures, they aim to provide unified digital experiences for all their end-users, including external customers and internal agents. Amy said they chose AEM Guides as their XML editor as it is scalable at the enterprise level. It was also the ecosystem being used by their web marketing team.


Amy illustrated three scenarios for delivering content to end-users to demonstrate how these improvements will enhance the day-to-day work experience for their customer service agents, support agents, and customers. For the customer service agents, they migrated the content from Salesforce to AEM, where the content can be maintained and updated by content specialists. Now the customer service agents can perform a search, browse, or even use Salesforce's Einstein feature to get results from AEM. For the support agents, the team single-sourced the content in AEM and then published it to the Help and Support Center, which is an AEM site. Again, the support agents can search or browse easily to find answers. For customers, the same content needs to be delivered within the products. Again, the same content written and maintained once in AEM is distributed to all digital resources, including product pages through in-app help widgets and the Help and Support Center. The customer can search, browse, or use Contact Us to get answers about the product.

Next, Aswini Lakshminarayanan from Adobe talked about article-based publishing to AEM Sites and Salesforce Knowledge Base. She highlighted some of the key features of the article-based publishing engine, including the ability to make incremental changes to the articles, publishing articles as and when they are ready, building the map in an additive manner, publishing a single article to multiple maps, filtering articles by metadata, bulk publishing, categorizing articles based on the product line, and version control.

In closing, Amy noted that the next steps for their team would involve a large amount of content cleanup and furthering the delivery of content to end-users.

The Evolution of DITA Localization

Maintaining your Content IQ in any Language

 Session Recording



Alex Zekakis

Director of Support Services at XTM International, USA

 [Alex Zekakis on LinkedIn](#)

Alex Zekakis, Director of Support Services at XTM International, opened his mid-day keynote by noting that improvements resulting from evolution have defined many industries, and evolution has also improved the content industry.

Alex mentioned two sayings in the localization industry – “streamlining” and “garbage in, garbage out.” While the second adage means the same thing across industries, “streamlining” in the context of localization means looking at the quality of the source content when streamlining. Alex added that translatable quality is never superior to the quality of the source content. At best, it can match it. By controlling the quality of your source, you can preserve the value of your brand in the original language and preserve it in any localized variant produced out of the translation process.

Alex stressed that it is vital to consider contextualizing your localization data. Linguists need to see the context. With no visibility into where the content will appear, under which conditions, what it references, and if an image is associated with it, linguists are expected to use their best judgment to produce a translation. There are bound to be errors in such a translation job, necessitating an extensive arbitration process, proofreading, and potentially fine-tuning and polishing happening after publication. With the structure that DITA introduces to the source, the content submitted to the XTM cloud for translation is mapped, identified, and exposed to the linguist in such a way that they can understand better what they’re translating.


Alex observed that streamlining the localization process and structured content in DITA is not possible unless the content management system and the translation management system can communicate effectively. This is possible with XTM’s AEM connector, ensuring a seamless automated data flow between the two systems. As you’re managing your content, you are enabled from within AEM to submit your content for translation to XTM – everything is fully automated. The translators understand what they have been asked to translate and deliver a result that respects the linguistic requirements and the structure and layout planned in the source. The linguists produce and maintain it in the target language as well. Once this process is completed, you, the content owner, receive the translated result.

Alex contended that automation is the key to individual creativity, without which the people involved in the process cannot maximize their creativity. He felt that we have an obligation to find ways to make their life easier. If we make their life easier and reduce the noise they have to process, we expose their talent and allow them to do their best in their role.

Finally, Alex said that we have already come a long way. There is a massive visible difference in how the entire communication flow works from ten years ago to today. However, there is still room for improvement; continuous localization must evolve further to achieve higher degrees of automation than we have today.

Changing the Engine without Stopping the Car


How to Convert your Content to DITA without Skipping a Beat

 [Session Recording](#)



Jang F.M. Graat

CEO at Smart Information Design, Netherlands

 [Jang F.M. Graat on LinkedIn](#)

Jang F.M. Graat, CEO at Smart Information Design, Netherlands, opened with the remark that he would talk about conversion using FrameMaker in a way that doesn't stop your production for a long time while you're moving everything into a new system – because your competition will get ahead of you if the downtime is too long. Jang recommends a non-intrusive conversion process to avoid this issue.

Jang said that almost every company more than four to five years old would have legacy documents that have value for the company. Such documents are considered unstructured, but Jang disagreed. He said the document shouldn't be called unstructured as it has an implicit structure based on formatting styles. He said we will always need the formatting because that's the only thing that the user of your documentation has to figure out the structure of your document. The formatting infers the structure. Hence, Jang called it a "format-based structure." He added that everything in our world is based on XML, including Microsoft Word, and explained how a simple XML document is organized. While it may still look the same, now it is defined by the structure in your document.


Jang said that as legacy documentation is too valuable to leave behind, you are left with a tough choice between hiring a professional company to convert your legacy documents to dita or doing it yourself. But, neither of them is a great choice as you may suffer extended downtime in both cases. Jang said that he wants to help companies avoid having to make this choice by converting documents one at a time whenever a document needs to be edited. Whenever a document needs to be edited, open it after first converting it in FrameMaker. You can open the file, convert it to DITA, and let it remain in the same FrameMaker book because you can mix structured and unstructured content in a FrameMaker book and still publish it to PDF, WebHelp, or HTML5. After you have converted all your files to DITA, you can choose to move to a CCMS or continue using the FrameMaker Book. The most important requirement is that your content should still look the same after conversion. Jang showed how this non-intrusive conversion process works with the help of some example files from an old client conversion project.

Jang emphasized that you must ensure your legacy documents use format tags ("styles"). If not, you first need to apply them to your files. Once you have the format tags applied to your content, you can use FrameMaker's "Conversion Table" feature to map the format tags in the legacy files with the corresponding DITA elements. He is also frequently using XSLT to tackle common post-processing problems during conversions. He showed an example of what a configuration file looks like.

Finally, Jang went on to show the steps of the conversion process in action through a demonstration.

Integrating eLearning with Adobe RoboHelp


Learn how to Incorporate Interactive eLearning with Help Authoring

 Session Recording



Kevin Siegel

President at IconLogic, USA

 [Kevin Siegel on LinkedIn](#)

ICONLOGIC

Kevin Siegel, President at IconLogic, welcomed everybody to the final session of Adobe DITAWORLD 2022 about e-learning with Adobe Captivate and how to incorporate your e-learning into Adobe RoboHelp 2020. Kevin has been teaching RoboHelp for more than 30 years, written books on RoboHelp, and is a renowned Captivate expert. This session demonstrated how to create software simulations with Adobe Captivate and incorporate it into RoboHelp. If one could get access to even the trial version of Captivate and RoboHelp, he urged everyone to follow along and practice with him. He added that he uses Adobe Captivate and Adobe RoboHelp from the Adobe Technical Communication Suite installed on the Windows Virtual Machine, but RoboHelp and Captivate are available for Mac as well.

Kevin opened Notepad and used Captivate to record the process of changing page orientation in Notepad. He said before you start recording the simulation, it's important to know the key you need to press on the keyboard to stop the recording (in Windows, the default is the "End" key). He also gave tips about resizing and scaling the recording window, panning, the output format, and other settings. Kevin recommends recording simulations in widescreen format (e.g., 1280x720 – 16:9 aspect ratio) as it is supported on all kinds of screens used by end-users. He added that you could also capture screenshots during the recording, either manually on mouse clicks or by setting up the automatic option.

Captivate automatically adds text captions in the demo mode, shows the mouse location and movement, and adds a "highlight box on click." There are no text captions, mouse location and movement, and "highlight box on click" in the assessment mode. Instead, you get interactive hotspots to guide the learner if they make mistakes during the assessment. The only difference between the assessment mode and the training mode is that "hint captions" are also available in the training mode. He then stated that the custom mode is the most powerful of all the modes. In custom mode, you can use text captions to give instructions to the learner, use click boxes to make the simulation interactive, use success and failure captions to provide feedback on the learner's progress and take manual screenshots. After you have captured the simulation in any of these modes, you can use the preview option to run through the simulations and edit them in post-production to change font styles or customize the look and feel of your captions.

Kevin showed how to open RoboHelp and integrate your e-learning simulations into RoboHelp by importing the Captivate Demo or importing the simulations from My Assets. Because Captivate saves the project files in a format called "CPZ," which contains all assets and is a portable package in RoboHelp when you publish in HTML5, you do not even need to have Captivate running.

Finally, Kevin showed how to make your e-learning simulations appear as links in the RoboHelp topic by using the "drop-down placeholder" option to avoid unnecessary scrolling.



MEET THE AUTHOR

Meet our Resident Blogger

Kahkashan (Kay) Kazmi was the resident bloggers at Adobe DITAWORLD 2022. While we all had three great days enjoying excellent presentations about Marketing and Technical Communication from the speakers and having fun in the online chat, her job was to stay highly focused. She extracted and structured the core messages and most valuable information of each session in this booklet.



Kahkashan (Kay) Kazmi

Kay is a Senior Technical Writer and Information Developer at [Precision Content Authoring Solutions Inc.](#), and Adobe DITAWORLD's resident blogger in 2022.

[Kahkashan Kazmi on LinkedIn](#)

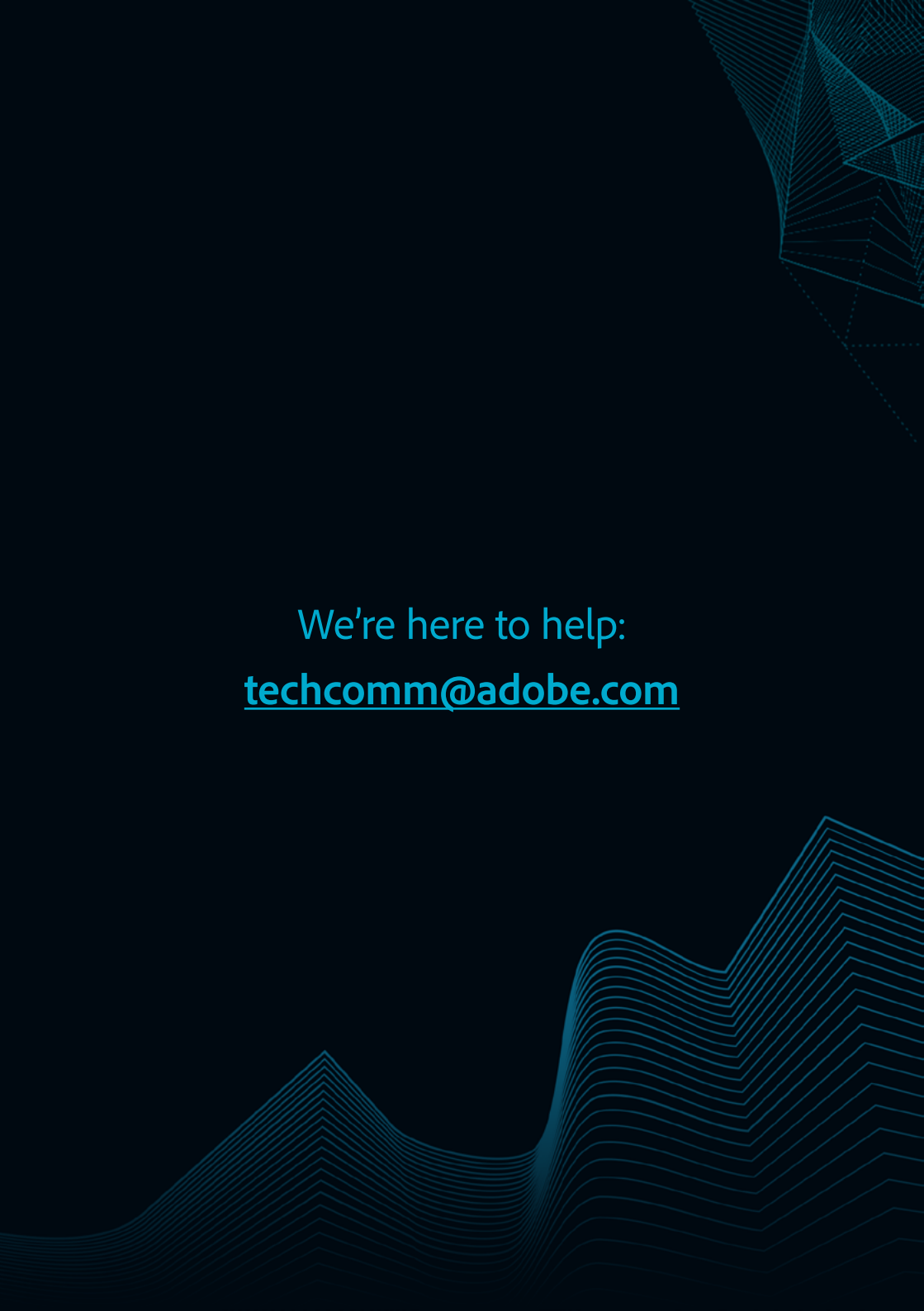
Kahkashan (Kay) Kazmi

Kahkashan (Kay) Kazmi is an experienced, result-oriented, and highly motivated technical writer with over ten years of technical writing and project management experience. Her project experience includes documenting user manuals, administration guides, troubleshooting guides, marketing collaterals (such as white papers, case studies, and proposals), training packages, Web content, and product presentations.

Kay has strong business and technical skills and good organizational and project management ability.

Kay has documentation experience in enterprise servers, Service-Oriented Architecture (SOA), pharmaceutical business research, telecommunications, computer hardware, quality management processes, desktop virtualization, content management system, internal network security, document management system, and database management systems.

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