

Single Source Publishing in STE

Integration of HyperSTE in Madcap Flare

The screenshot shows the MadCap Flare V9 (Beta) interface with the HyperSTE extension. A circular callout highlights a specific error message: "Do not use the possessive 's." (implied by ASD-STE100 Rule 4.2). The error details show the word "system's" as a noun, singular, with a synonym "system" and origin "ASD-STE100". A suggested correction is provided. To the right, a "HyperSTE Report" is displayed, featuring a 3D pie chart of error classes and a table of error counts.

Document name	Chart: Error classes	Weighted error classes	Weighted Error
Sample.htm*	7 Non-Approved Words	59.57	59.57
	3 Wrong Spelling/Capitalization	6.66	6.66
	1 Possessive 's	0.18	0.18
	1 Omitted Conjunction THAT	88.24%	88.24%
	1 Missing Reference		
	1 Check for use of words according to the approved definition		
	1 Words not Found in Dictionary		
	1 Correct Use of a/an		
	1 Numeral Style		
	1 Notes		
	1 Hint to discourage use of future tense		
	1 Warnings/Cautions		
	1 US/UK English		
	1 Missing Comma		

About the presenters

- Berry Braster

Director of Sales & Marketing at
Etteplan | Tedopres



- Jose Sermeno
Product Evangelist
Madcap Software



About Etteplan



- Specialist in providing industrial equipment engineering and technical product information solutions and services
- 40 years of experience
- Over 1800 designers and specialists
- Leading positions in Benelux and Scandinavia, amongst 15 biggest in Europe
- Offices (45) in Netherlands, Finland, Sweden, Denmark, USA, Russia and China
- Shares in NASDAQ OMX Helsinki Ltd. (ETT1V)

About Madcap Software



- Global leader in Single Source Multi-channel Authoring and Publishing
- Localization Services and Software tools
- Low Cost of Ownership / Highest ROI
- Build for Web / Mobile / Print
- Founded in 2005 - San Diego, California USA

The Challenges for Content

- Consider your audience
- Write unambiguously
- Write consistently
- Provide your customer with quality




English is more complex than you think


According to the Oxford English Dictionary, the 500 words used most in the English language each have an average of 23 different meanings

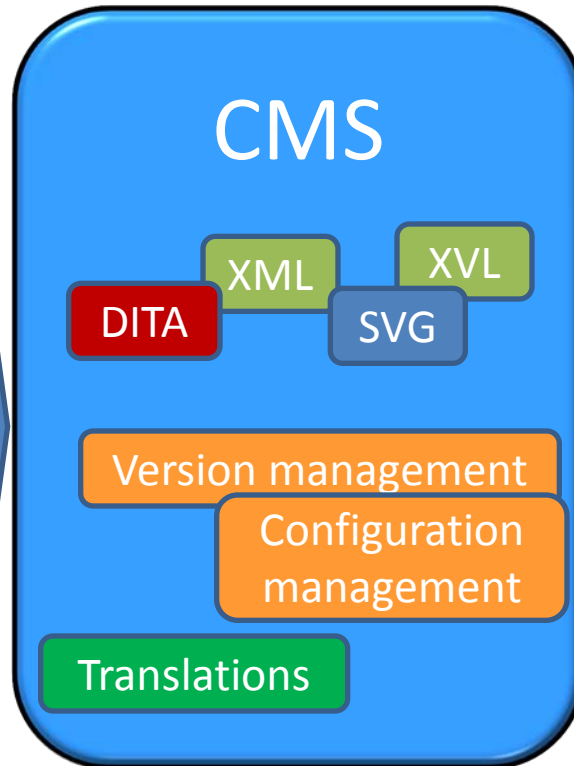
- “SET” has 446 definitions
- “RUN” has 396 definitions
- “GO” has 368 definitions
- “TAKE” has 343 definitions
- “STAND” has 334 definitions

What do we manage and publish?

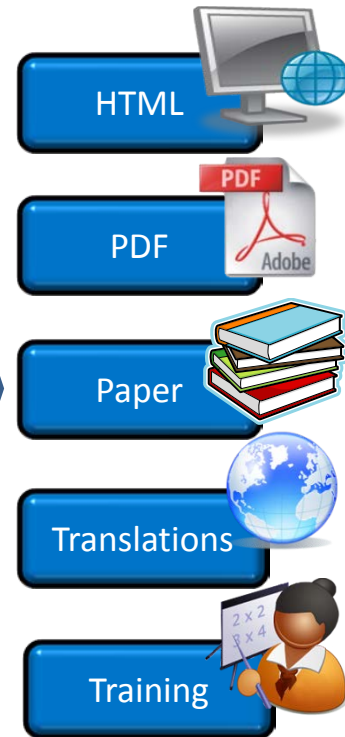
STE: clear and consistent source

Turn off the engines that are not required. 

- Turn off the engines not required
- Turning off the engines may not be required.
- Ensure you turn off the engines.
- All engines should be turned off.
- Switch off the engines that may not be required.
- Put the engines in the off position.
- Not all engines should be switched off.
- The system should be turned off, but not all.
- Check to make sure the engines are OFF.
- To make sure the engines are off, check them.
- Makes sure the systems are in the off position.
- Verify the engines are not in the ON position.
- Please check to make sure the engines are OFF.
- Switching off the engines may not be allowed. 



Multiple Outputs



Unclear, too many words,
not consistent source

Questions to consider

Content control

- Do we communicate clearly and efficiently?
- Do we manage our terminology?
- Do we have a style guide?
- Do we measure our quality of content?
- Are we efficient and cost effective information developers?

The result of not addressing the issue of ambiguity

- Confused and frustrated readers
- High translation costs
- Bad translations due to unclear source
- Safety risk to employees and partners
- In field equipment damage
- Potential for legal liabilities
- Higher support costs
- Ineffective customer service


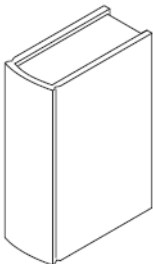
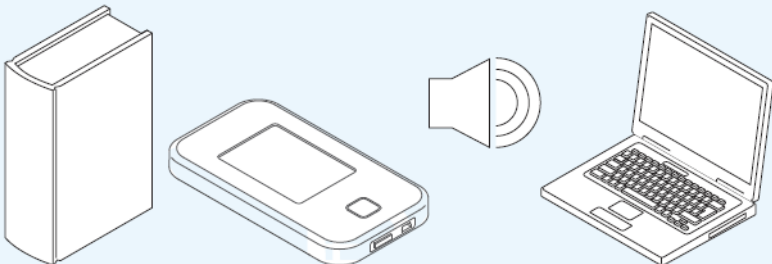
The larger costs of not getting it right

- A power transformer company was sued for **\$5M** after a transformer blew up due to badly worded and confusing documentation.
- The largest single problem area for Google in internationalizing their service was language / translation issues - accounted for **35% of all reported issues**.
- EMC estimates it was spending **\$762,000** on internationalization errors in just one product set.
- Failure to convert English measures to metric values caused the loss of the Mars Climate Orbiter, a spacecraft that smashed into the planet instead of reaching a safe orbit. Total project cost: **\$327.6M**.
- An FAA survey of aircraft technicians revealed that, although user evaluations of the accuracy and quality of technical manuals are generally good, the manuals themselves were noted as having **poor usability**.
- Using the wrong word in an accounting system cost the New York City Department of Education **\$1.4M**
- A badly worded sentence in a contract cost a Canadian utility company **\$2.3M**.
- One of the world's largest airlines had to ground their fleet due ambiguity in the documentation.
- **\$11.9 MILLION JURY VERDICT** against a manufacturer of an aerial lift device for failure to adequately warn of the electrocution hazards of the product and cover exposed metal on the boom tip of the lift truck.


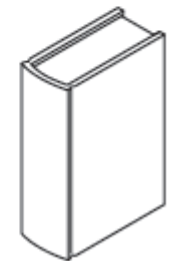
So now what?

1. Use an established standard to base your controlled language efforts on
2. Define which writing rules apply to your content
3. Add corporate terminology (one word = one meaning)
4. Create your own controlled language standard

Content Strategy? The Tedopres Model

STATIC		DYNAMIC	
Create Content	Simplify & Reduce Content	Re-use Content	Integrate & Exchange Content
Trained & experienced authors	Simplified Technical English	Single Sourcing	Topic-based authoring
Trained & experienced illustrators	Simplified Illustrations		
High basic quality in writing, illustrating & translating content	Reducing ambiguity Enhancing safety	Enhancing usability Text & Visual search	Reduce time Easy data exchange/ integration
Book (Text, Graphics) Computer (Text, Graphics)	Book (Text, Graphics) Computer (Text, Graphics)	Book (Text, Graphics) Computer (Text, Graphics) Computer (Text-to-Speech)	Computer (Augmented Reality) Computer (Animation/ Simulation)
			

The Tedopres Model

STATIC	
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High basic quality in writing, illustrating & translating content	Reducing ambiguity Enhancing safety
Book (Text, Graphics) Computer (Text, Graphics)	Book (Text, Graphics) Computer (Text, Graphics)
	

▶ Simplified Technical English (STE)

- ▶ Controlled language
 - ▶ originally developed for aerospace & defense industry but widely used in other industries
- ▶ Improve the clarity of technical writing
 - ▶ Reduce ambiguity
- ▶ Turn off the engines not required
 - ▶ Turning off the engines is not required
 - ▶ Turn off the engines that are not required?

Simplified Technical English (STE)

- STE makes technical English easy to understand
 - **Writing rules:**
Keep it simple, be specific, be consistent
 - **Core dictionary:**
± 3000 words
 - Add **company specific terms** to core dictionary:
One word = one meaning
- STE can help reduce 80,000 words to 8,000 words

Writing Rules

Grammar & Style
Approx. 60 rules

Core Dictionary

approved words
non-approved words

Company Dictionary

Company specific terminology

Steps for implementation



1. Standardize your corporate terminology (one word = one meaning)
2. Train your writers on the writing rules
3. Check your content in Madcap Flare with HyperSTE:
 - Quality assurance / quality control / quality measurement
 - Faster time to market, reduced translation costs
 - Efficient Authoring

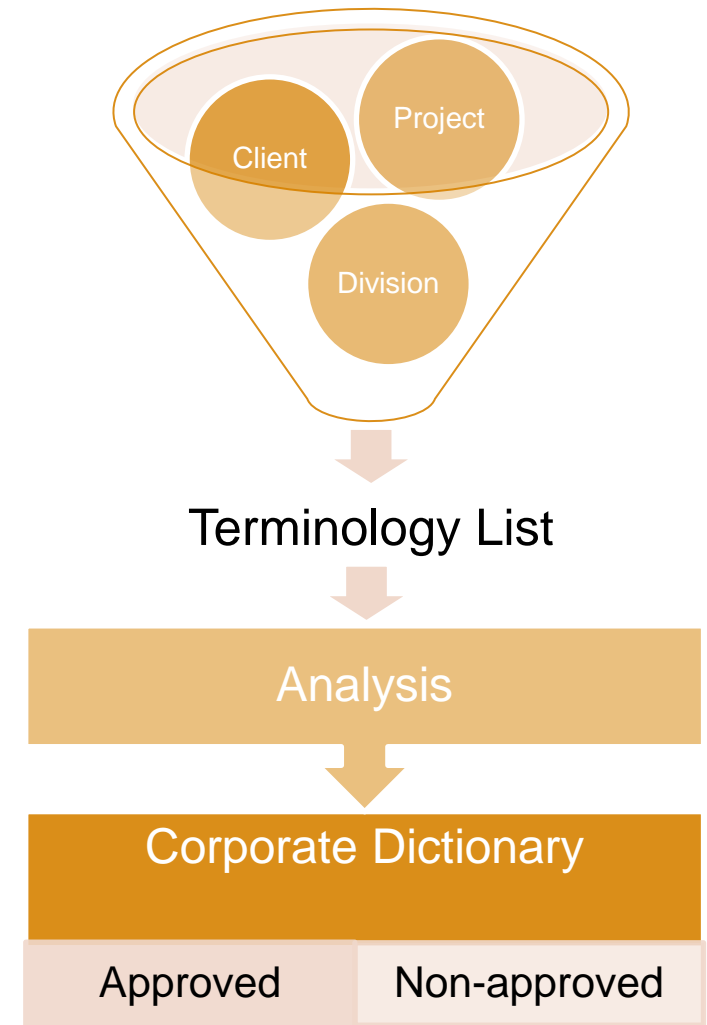
Training

- Learn how and why to write for a global audience
- 2-3 day training course
- Training is essential, request our white paper 'The HyperSTE Framework'

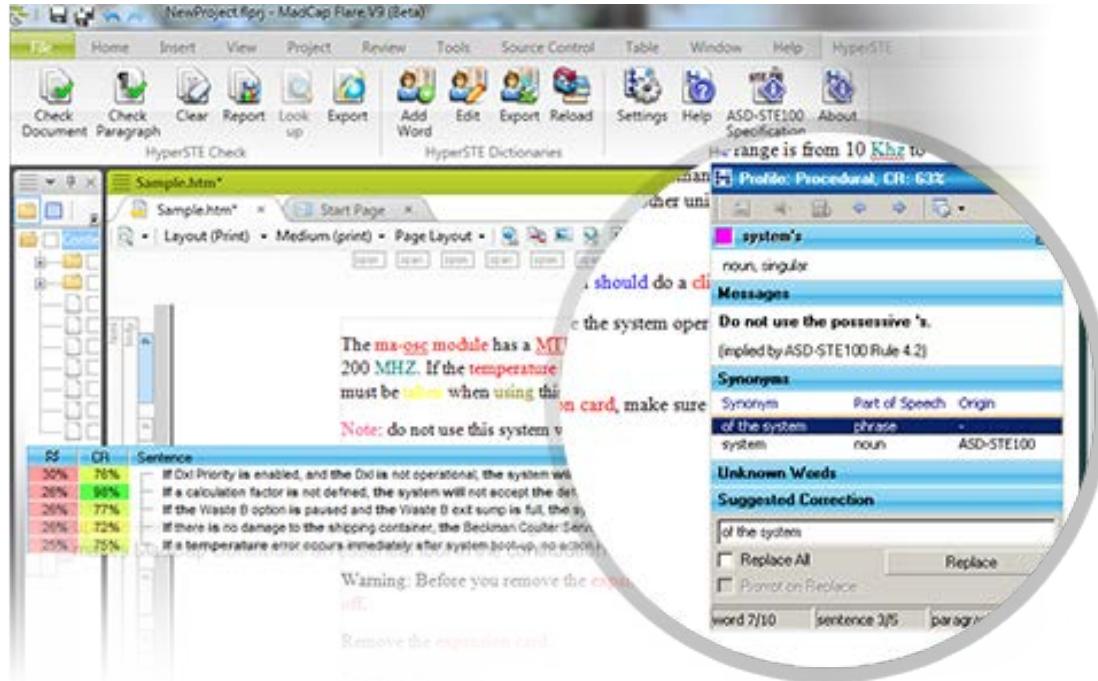


Standardize Corporate Terminology

- Terminology management
- One word = one meaning
 1. Data mining
 2. Terminology extraction
 3. Linguistic and statistical analysis
 4. Approved vs. non-approved words



HyperSTE – Quality Content in Madcap Flare



XMetaL
Author



XMetaL
XMAX

HyperSTE

Generic

HyperSTE for Flare - Demo

- The Flare API
- Integration Steps
- Designed to allow full read/write accessibility with Dynamic XML Topic Editor
- Allows developers to extend the functionality of Flare by giving them the ability to add new ribbon and toolstrip items and topic editor functionality
- See the documentation for more details

Benefits of using HyperSTE with Flare

- Quality assurance and improvement
- Standardized way of writing (Simplified Technical English, Corporate Style Guide, Grade Level)
- Improved safety
- Efficient authoring
- Reduced time to market
- Improved customer experience
- Facilitates content management, XML
- Facilitates (DITA, S1000D) structured authoring
- Considerable cost savings
- Cheaper, faster and better translations

ROI Projection

	Source Language	Target Language 1	Target Language 2	Target Language 3	Target Language 4	Target Language 5	Total
# Word	5.000.000	5.000.000	5.000.000	5.000.000	5.000.000	5.000.000	-
Buy Price Per Word	-	0,03	0,05	0,07	0,09	0,11	-
Total Cost	-	150.000	250.000	350.000	450.000	550.000	1.750.000
Word Count Reduction	15%						
# Word	4.250.000	4.250.000	4.250.000	4.250.000	4.250.000	4.250.000	-
Buy Price Per Word	-	0,03	0,05	0,07	0,09	0,11	-
Total Cost	-	127.500	212.500	297.500	382.500	467.500	1.487.500
Cost Reduction	-	22.500	37.500	52.500	67.500	82.500	262.500

	Source Language	Target Language 1	Target Language 2	Target Language 3	Target Language 4	Target Language 5	Total
# Word	5.000.000	5.000.000	5.000.000	5.000.000	5.000.000	5.000.000	-
Buy Price Per Word	-	0,03	0,05	0,07	0,09	0,11	-
Total Cost	-	150.000	250.000	350.000	450.000	550.000	1.750.000
Word Count Reduction	25%						
# Word	3.750.000	3.750.000	3.750.000	3.750.000	3.750.000	3.750.000	-
Buy Price Per Word	-	0,03	0,05	0,07	0,09	0,11	-
Total Cost	-	112.500	187.500	262.500	337.500	412.500	1.312.500
Cost Reduction	-	37.500	62.500	87.500	112.500	137.500	437.500

Global customers in various industries

BAE SYSTEMS

BOEING
Forever New Frontiers

MBDA
MIRAGE MURTERS

SAAB

American Airlines

EUROCOPTER
an EADS Company

GMF AeroAsia
SAHARA INDOONESIA GROUP

ONEIL

FOKKER



LOCKHEED MARTIN



Gulfstream



M MEGGITT
Aerospace Systems Division

AIRFRANCE KLM
CARGO

INSITU

TELDIX

NAVSEA
NAVAL SEA SYSTEMS COMMAND

中国商飞
COMAC

australian aerospace
Europe - an EADS Company

GENERAL ATOMICS



BERIEV
AIRCRAFT COMPANY

Rolls-Royce

ATK

COBHAM

DIGIMARC

EAT-N

Lantech

Electrolux

FLUKE

orbotech
Be Sure

CROWN

HACH

AMERICAN EXPRESS

PAC

Honeywell

SONY

WatchGuard

f/e

NAUTILUS

JANA

SHIKOKU

ELEKTA

PHILIPS

GSMA
ASSOCIATION

IMPAC
AN ELSA COMPANY

RADIOMETER

YANMAR
marine

Credit Union Central

RadiSys
The Choice for us

stryker

Tellabs

unicef

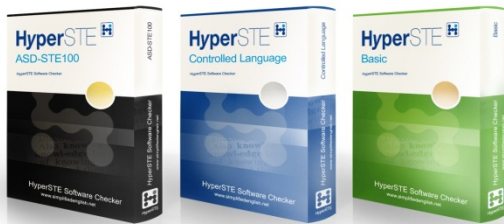
Design Rendezvous

IR Ingersoll Rand
Inspiring Progress

Ingeliance

orbotech
Be Sure

HyperSTE



Survey Results

A survey amongst HyperSTE users showed that the use of HyperSTE resulted in the following benefits:

- Up to 30% in cost savings on translation and localization
- Up to 40% in reduced word count
- Quality improvement in writing and translations
- Up to 30% in reduced product cycle time
- Up to 40% reduction in overall documentation cost
- Efficient conversion of legacy documents

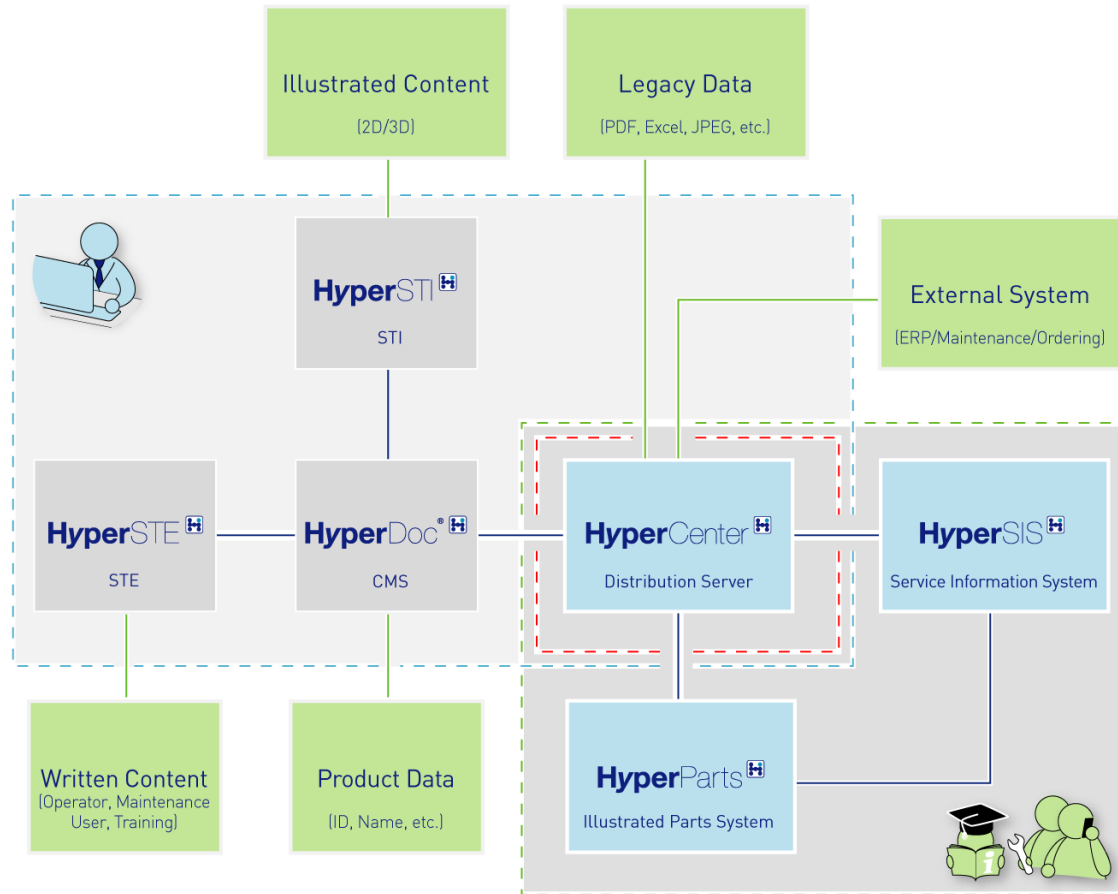


Case Study – Elekta

- Total translation budget for FY2011 = \$824K; with GIM we achieved savings of up to 40%
- 66% COGs reduction in print cost per manual
- 30% page count reduction
- 20% word count reduction in a user manual
- Improved customer experience and cost savings resulting from poor communication, which can lead to:
 - Confusion
 - Lost production time
 - Service calls
- Easier to manage, access, integrate, and reuse content



The Technical Information Framework



Request a test license

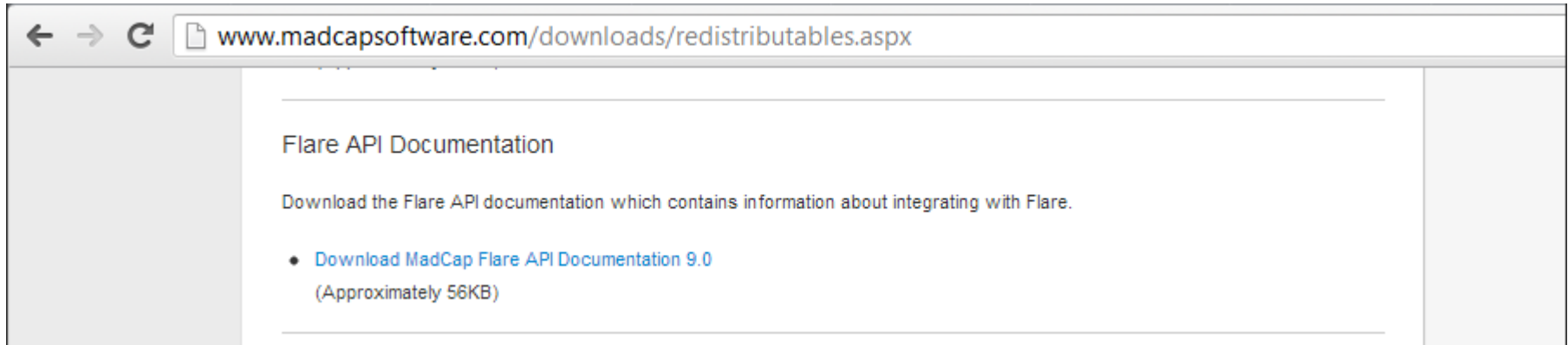


- Visit www.madcapsoftware.com to request a test license
- Also ask us about a free content reality check: ste@tedopres.com

<http://www.madcapsoftware.com/blog/2013/05/16/controlled-language-with-simplified-technical-english-how-to-integrate-the-hyperste-plugin-in-flare/>

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