



A HANDS-ON LOOK AT **MIGRATING** FROM FRAMEMAKER® TO FLARE

Wednesday, June 17, 8:00–9:30AM PDT

PANELISTS:

**DENISE
KADILAK**



MODERATOR:

**UNA
COGAVIN**



**JOSE
SERMENO**



PANELISTS:



blackbaud®

DENISE KADILAK Information Architect / Team Manager

- Blackbaud develops software for nonprofit organizations with a focus on fundraising, website management, CRM, analytics, financial management, ticketing, and education administration.
- 16 years in the profession; enjoys investigating new tools, best practices, and workflows for a 22-member doc team.
- Using Flare since 2008.



UNA COGAVIN

Director | Convert Write Consulting & Services

- Convert Write Consulting & Services is a unique technical communications company that supports software start-ups with an out-of-the-box, virtual, on-demand technical publications team.
- Specializes in converting all types of legacy content to MadCap Flare and operates in the USA and Europe.
- Over 20 years of experience as a writer, content strategist, and technical communications manager. A MadCap Advanced Developer and Flare consultant.

OVERVIEW: THE MIGRATION PROCESS FROM FRAMEMAKER® TO FLARE



TERMINOLOGY: FRAMEMAKER® TO FLARE

- Book = Project
- Chapter = Topic +
- Paragraph tag = CSS
- Character tag = CSS
- Table tag = CSS
- Master pages = Page layouts
- Reference pages = CSS & Page layouts
- Heading levels in FrameMaker® are literal and static = Heading levels in Flare are relative to the context of the topic in the output



WHAT CONVERTS?

- TOC
- Index markers
- Glossary terms
- Cross References
- Conditionals
- Hyperlinks
- Special markers (filename & topic alias)
- Paragraph styles
- Character styles
- Table styles
- Variables

BEFORE YOU IMPORT

- FrameMaker[®] files should use consistent styles
- No manual overrides
- Remove unused styles
- Generate/update the FrameMaker[®] book so it knows where to find cross references, etc.
- Generate book level TOC
- Turn Distiller image downsampling off
- Understand the logical structure of the information in your files:
 - Decide where you are going to break a file into topics
 - Topics typically map to the FrameMaker[®] headings (Heading 1, Heading 2, etc.)
 - The content in a topic should be able to stand on its own




AS YOU IMPORT

- The import process is quick and you can look at the outcome in the preview before committing
- You can try the import several ways and as many times as you like
- Trial and error will help you to make your import choices
- You will need to make decisions based on the unique structure of the information in your FrameMaker files
- Each topic should start with a H1 heading
- Map styles



AFTER YOU IMPORT

- Organize files
- Clean up CSS
- Create Page Layouts/Master Pages
- Generate Targets
- Use MadCap Analyzer to find broken links, unused styles, suggest content for snippets, etc.



PROJECT SAMPLE: SOFTWARE FIRM, GRAPHICS APPLICATION

- User Guide with over 1,000 pages
- Rich with images, including screen shots and diagrams
- Comprised in a single FM book with 49 files/chapters
- Included 12 appendices, a glossary and an index

Target output: PDF

Primary challenge: The large number of graphics and text wrapping around the screen shots



THE CONVERSION TO FLARE PROCESS

- Prep time for the conversion: 12 hours
- Actual time for the conversion : 13 hours
- Post-conversion clean-up: 74 hours



DEMO:

Importing FrameMaker[®] Files into Flare

POST FRAMEMAKER[®]: NEW WORKFLOWS, BEST PRACTICES AND KEY RESULTS



WHY WE MOVED

- Complex documentation requirements
- Outgrew FrameMaker[®]
- We needed:
 - Granular control over output
 - Template-driven tool
 - Native XML editor

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NEW WORKFLOWS

- Topic-based authoring
- Maximized single-source workflow:
 - Global project linking
 - Conditions
 - TOCs
 - Run-time merge
 - Templates

BEST PRACTICES

- Create and enforce a content strategy
- Create preferred workflows
- Share resources and project level templates when possible:
 - Template project
 - Global project linking
- Look at advanced features
- Document your best practices and workflows

KEY RESULTS

- Flexibility:
 - Native XML tool
 - Impressive import capabilities
- Single sourcing most outputs
- Easier to manage and clean content:
 - MadCap Analyzer
 - Link views
 - Searchable

RESOURCES:

LINKEDIN GROUPS,
FORUMS AND
MADCAP SOFTWARE
TECHNICAL SUPPORT



READY TO
MAKE THE
SWITCH?



Upgrade to MadCap Flare:

\$1,148* (Save \$300)

Upgrade to the MadPak Suite:

\$1,978* (Save \$400)

CONTACT SALES TO LEARN MORE

*Certain restrictions apply. Contact our sales team for more information.



QUESTIONS?

ADDITIONAL RESOURCES

MadCap Software Forums

<https://forums.madcapsoftware.com/>

Users of MadCap Flare: LinkedIn

<https://www.linkedin.com/grp/home?gid=86373>

MadCap Software Technical Support

<http://www.madcapsoftware.com/support/maintenance.aspx>

MadCap Flare Transition from FrameMaker® Guide (PDF)

<http://docs.madcapsoftware.com/FlareV11/FlareTransitionFMGuide.pdf>

Case Studies on Transitioning to MadCap Flare

<http://www.madcapsoftware.com/products/flare/your-robohelp-framemaker-replacement/case-studies.aspx>



Thank You!

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