IT ALL COMES DOWN TO ROI

How Smart Companies have a Content Strategy to Increase Productivity and Reduce Costs

PRESENTED BY
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Product Evangelist – MadCap Software
WHY ARE WE TALKING ABOUT ROI & CONTENT STRATEGY
“Content Strategy” Trending worldwide in Google Search since 2004
SOA, SCA, ESB, EDI, ESA, BLI, BLA, BLUBB

GREAT! AND WHAT ABOUT THE ROI?

DON’T BOTHER ME WITH BUZZWORDS!
WHERE TO BEGIN?

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go..."

~Dr. Seuss, *Oh, the Places You’ll Go!*

*San Diego Native*
AUDIENCE
ARCHITECTURE
FLOW
AUDIENCE:

ARCHITECTURE:

FLOW:
AUDIENCE: THE MARKET

- Business Goals
- Customers
- Regulators
- Competitors
USE ROI TO CONVEY YOUR BRAND VISION
KEY FACTOR:
WHEN ARE UPDATES NEEDED?
EVERYONE HAS
PREFERRED FORMATS
METHODS OF INGESTION

Print:
- Books
- PDF
- eBook
- Brochures

Web:
- Mobile
- Desktop
- Tablet
- eBook
METHODS OF INGESTION

There's so many more.
REGARDLESS OF YOUR AUDIENCE:

YOUR GOAL IS SIMPLE
CREATE CONTENT THAT IS EASY AND INTUITIVE TO DIGEST
AUDIENCE:

ARCHITECTURE:

FLOW:
SHOW ME THE ROI !!
MARKETING SLIDE:
Single Source Development, Topic-based Authoring, Social Collaboration & Translation Management
MORE GENERAL

Single Source Development, Topic-based Authoring, Social Collaboration & Translation Management
BEST PRACTICE:

SINGLE SOURCE FOR A GLOBAL AUDIENCE
SINGLE SOURCE ELEMENTS
FOLLOW OPEN STANDARDS
FUTURE PROOF YOUR CONTENT

XML, HTML, CSS, XLIFF, TMX, TBX
FLARE + BOOTSTRAP

Flarestrap is an SEO framework for Madcap Flare HTML5 targets. At this point, it exists as an unsupported, experimental sample Flare project. However, since community involvement will probably make it better, you’re welcome to download the sample project and try it out.

Download.ftprjzip
ONE LAST THOUGHT ON ARCHITECTURE:
THINK BIG
AUDIENCE:  ARCHITECTURE:  FLOW:
FLOW IS INTERNAL
AND EXTERNAL
WHO IS INVOLVED IN
YOUR CONTENT STRATEGY
CONTENT PROVIDERS:

- Marketers
- Project Leads
- Visual Designers
- Application Developers
- Localization Managers
- Legal Analysis and Approval
- Technical QA

- Accessibility Requirements
- Content Developers
- User Experience (UX) Person
- Deliverable Providers
- Audience
CONTENT DELIVERY

BEST PRACTICE:
MULTI-CHANNEL
SINGLE SOURCE
STREAMLINE

PROCESSES FOR ROI
WHAT
FOR WHO
WHEN
HOW OFTEN
THE SIZE OF YOUR TEAM MATTERS
PROCESSES:

- Authoring
- Review
- Collaboration
- Maintenance
- Approval

- Update Pushes
- Analyze Usage
- Identify Opportunities
- IMPROVE
HOW LONG WILL YOUR PROCESSES TAKE?
KEY FACTOR:
OPTIMIZE COLLABORATION
KAIZEN
YOU CAN’T IMPROVE WHAT YOU DON’T MEASURE
"Not everything that counts can be counted, and not everything that can be counted counts."
CASE STUDY
ANALYSIS
400 customers across 25 countries rely on Tricentis to improve their effectiveness with test cases in manual and automated software testing.

Web-based Help, tutorial videos, and print documentation
LOOKING TOWARD A MORE INTERACTIVE FUTURE

Goals:

- Optimize collaboration between Tricentis developers, documentation and translation specialists
- Streamline the process of creating and publishing online Help
- Foster a more interactive Help experience with tutorial videos
- Improve the user Help experience to support self sufficiency
"With a single-source approach to publishing, we can loop in everyone involved with our documentation and work closely as a unified team,"

Stefan Steinbauer | Head of Documentation and Translation, Tricentis
The Tricentis Tosca Testsuite Help System
Benefits and Results:

- Flare's single-source publishing allows Tricentis content developers to quickly and easily collaborate on projects

- HTML5-based Help enhances search capabilities

- Conditional tags in Flare facilitate the ability to change and create customized versions of content

- Video tutorials created with Mimic add visual and interactive experience to Tricentis online Help based on Flare
ROI Result of Single Source Developing in Open Standards for Print and Web Using Flare and Analyzer:

Tricentis cut 520 hours of work in one year

— 3 months of project time
Ektron delivers one of the world's premier platforms for creating, deploying and managing enterprise-scale, global, personalized websites.

Some 3,700 customers and 12,000 public-facing websites use its software.
Goals:

- Employ single sourcing to maximize efficiency and accuracy
- Create content that is easy and intuitive to access
- Deliver content in customers' preferred format whether print, Web or mobile
- Reinforce brand value across documentation and online Help

“We don't think of things in terms of pages anymore”
ROI Benefits and Results:

- Single-sourcing, print, Web and mobile content
- Conditional text allows content to be updated in line with new product releases
- Cut Output files by nearly 50%
- Reduce project source files by almost 26%
Ektron's HTML5 WebHelp
“Documentation is not something that customers want to read like a novel, They go to it because they need an answer.”

Mark Metcalfe
Documentation Director, Ektron

— Single Source dev and Content Analysis help cut Web format output files by nearly 50% and reduce project files by almost 26%
N-able Technologies® is known for its award-winning remote monitoring and management software for managed service providers and IT departments.

The company is dedicated to providing the industry's number one software and recognizes that the customer experience includes the online Help and print documentation supporting its applications.

Reduce IT costs and increase productivity.
24/7 network monitoring.
Improve network & systems performance.
Goals:

- Create state-of-the-art Web Help experience to match award-winning Web-based software
- Simplify online Help navigation for users
- Streamline the process of publishing, updating and customizing content

“It only makes sense for us to offer Help content that matches the sophistication of our award-winning software,”
Benefits and Results:

- Ability to match brand interface of N-able Software
- Search engine and indexing make navigating Web Help easy
- Single-sourcing
- Output is 1/10 size
- Open XML Architecture
“To modify formatting for our documentation, I can make the font size or color change in the CSS file, and it is instantly reflected in more than 600 topics”

Patrick Calnan | N-able Technologies.

— Updates now take 1 day instead of 1 week!
“Our support team is seeing anywhere from a 10% to 30% drop in 'how-to' calls, which suggests that customers are finding it easier to follow the Help instructions.”

Riyaz Adamjee | Manager of Communications Services

“I click one button, and Flare creates a template from a completed work, which allows me to be instantly halfway to two-thirds done with the project.”

Pam Coca | Documentation Manager
“After converting our first project to Flare, we experienced a five-fold reduction in the total time required to generate outputs for a product.”

Jason Micallef | Technical Communications

“We can put out more content, more completely, and more accurately than at any time in the history of Mitchell. Many project tasks have gone from taking days to hours and from hours to minutes using Flare.”

Don Rasky | Senior Technical Writer
AUDIENCE
ARCHITECTURE
FLOW
IT ALL COMES DOWN TO
RETURN ON INVESTMENT
ROI IS:

HOW SMART COMPANIES EFFECTIVELY MEASURE CONTENT STRATEGY
ROI IS:

- Updates now taking 1 day instead of 1 week
- Output files cut by nearly 50% and source files reduction of 25%
- Cutting workload down by 3 months of project time
THE TOOLS YOU USE REALLY MATTER
KAIZEN
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- Software Localization
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- Project Management
- And more
QUESTIONS?
THANK YOU!

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