

Using MadCap Flare to Create Enterprise API Documentation

PRESENTED BY

Mallary Silva-Grondin
TraceLink





AGENDA

1. My Story
2. TraceLink's API Documentation
3. Setting the Context: Enterprise Systems
4. Failing Fast & Best Practices
5. Key Features
6. Q&A

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My Story

Everyone has a “Tech Writer
Origin” Story

My Story

Transition from Academic to Tech Nerd

Originally an academic with a love for learning through the process of writing, EBSCO ushered in my technical curiosity.

9 YEARS IN SOFTWARE (2+ HARDWARE)

EBSCO INFORMATION SERVICES

- Library Science Services
- Technical Support Representative (Gateway)
- Implementation Project Manager



KIVA SYSTEMS / AMAZON ROBOTICS

- Automated Warehouse Management Systems (WMS) and Supply Chain
- Contract Technical Writer
- Technical Writer II



TRACELINK

- SaaS for Life Sciences Industry
- Leading Track and Trace Network
- Senior Technical Writer (APIs)
- Manager, Technical Communications
- **Director, Experience & Technical Communications**



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TraceLink's API Documentation Quick Stats & Metrics

Quick Stats

Application Integration Documentation (AID) Team

- Tech Pubs est. 2015
- AID est. 2018
- 2-3 Writers

API Documentation Types

- Asynchronous APIs (yes, this is a thing!)
- SOAP
- REST

Audience

- Developers / IT Specialists
- Business Analysts
- Product Managers

Content

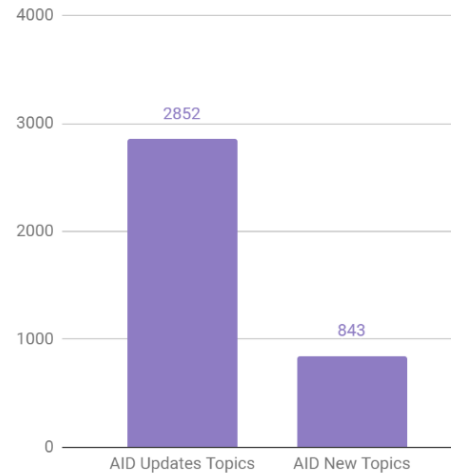
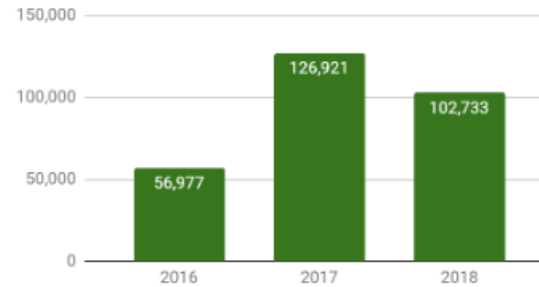
- 192 Messages across 22 API Guides
- HTML5 & PDF Outputs
- Global Linking Content Management Strategy



2018 Metrics

- 185 API Projects Delivered
- 267.87 Days of API Effort
- Less than 3 “Docs Errors” per Quarter

Total Page Views



2018

- API: 42.19%
- Help: 57.81%

2017

- API: 52.79%
- Help: 47.21%

2016

- API: 59.68%
- Help: 40.42%

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Setting the Context: Enterprise Systems



ENTERPRISE SYSTEMS

- B2B software packages
- Facilitate complex business operations
- Large businesses and industries



ENTERPRISE RESOURCE PLANNING (ERP)

- ERP system is an enterprise application
- Business management software to automate business processes
- Integrate system applications to exchange data



ENTERPRISE API DOCUMENTATION

- **Audience:** Developers, Business Analysts, IT Specialists, and more.
- **Purpose:** Integrate systems to send, receive, and/or transform robust data.
- **Content Type:** Technical Reference

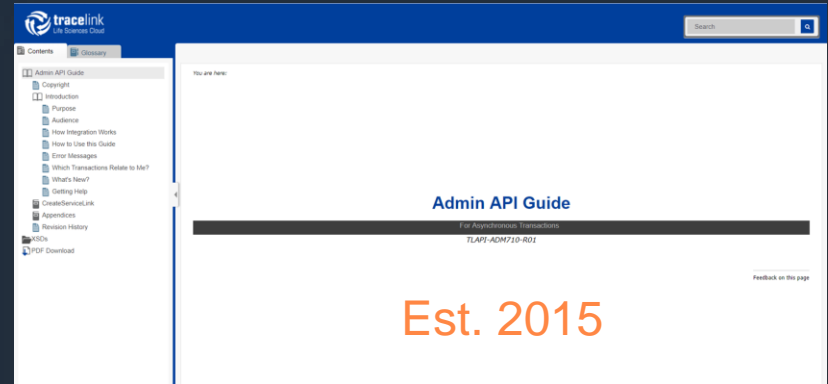
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Fast Failures & Best Practices

Startup Carnage and How
Consistency is King

FAILED FAST ON...

- Design (bland)
- Consistent message structure
- Content reuse options
- Assumed audience needs
- Triple-click access from UI





ESSENTIAL SUCCESSES

- Migrated technical debt (~100 messages) from Excel
- Addition of contextual content
- Migrated error/exception information
- Easy access to XSDs
- HTML5 and PDF options

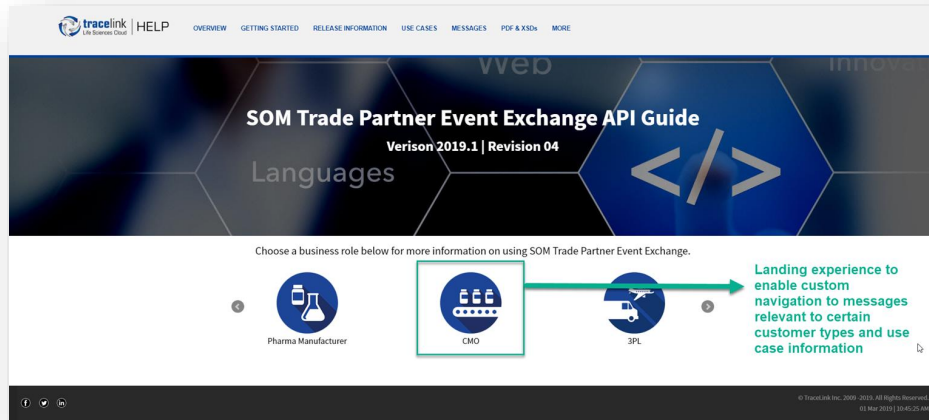


ADDITIONAL SUCCESSES

- Professional on-brand presentation
- Consistent information architecture (referenceable)
- Release delta section
- Feedback option
- Clean file structure in project

ESSENTIAL ENHANCEMENTS

- Enhanced design (HTML and PDF)
- Audience-centric navigation
- Consistent message naming convention
- System-level organization



Tracelink (EPCIS v1.0)

Decommission Overview

[Guidelines](#)

[Errors](#)

[Example](#)

Destroy Overview

[Guidelines](#)

[Errors](#)

[Example](#)

Receive Event Overview

[Guidelines](#)

[Errors](#)

[Examples](#)

Sales Shipment Overview

[Guidelines](#)

[Errors](#)

[Examples](#)

Shipment Event Overview

[Guidelines](#)

[Errors](#)

[Example](#)

Tracelink (EPCIS v1.1)

GS1 USHC Shipment Overview

[Guidelines](#)

[Errors](#)

[Example](#)

Tracelink (EPCIS v1.2)

Deactivate Overview

[Guidelines](#)

[Errors](#)

ESSENTIAL ENHANCEMENTS

- Snippets/Global Linking
- Enhanced use case content
- Custom XML Samples
- Addition of tips and glossary
- One click access from UI (this year)

Pharmaceutical Manufacturer Use Cases



TraceLink Roles

TraceLink API Guides group messages by application. Each API Guide contains all messages available within that application. Your company's business type (e.g. CMO, Wholesale Distributor, 3PL) and role in the TraceLink Network (Owner or Partner¹) determine which of these messages to develop (i.e. not all messages within this guide may fulfill your business or compliance needs).

See below to confirm which messages you should develop based on your role in the supply chain and/or the TraceLink Network.

Configure and exchange (send or receive) each message separately as a best practice.

SOM Owners

- + TraceLink SOM Deactivate (EPCIS v1.2) Inbound
- + TraceLink SOM Destroy (EPCIS v1.0) Inbound
- + TraceLink SOM Destroy (EPCIS v1.2) Inbound
- + TraceLink SOM End of Batch (EPCIS v1.2) Inbound
- + TraceLink SOM Receipt Event (EPCIS v1.2) Inbound
- + TraceLink SOM Receive Event (EPCIS v1.0) Inbound
- + TraceLink SOM Sales Shipment (EPCIS v1.0) Inbound

MORE

ONLINE HELP TIPS

SUPPORT

GLOSSARY



BEST PRACTICES (BOTTOM LINE)

- Coding Guidelines, Errors, and Test Samples
- Consistent UX/Info Arch
- Getting Started/Introductory Content
- Easily Accessible XSDs
- Release Information Section
- Never Assume (e.g. Audience)
- Remember Print is Not Dead

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Key Features Demo

THE DEMOS WILL ALL BE LIVE BUT HERE ARE SOME SNAPSHOTS: LANDING EXPERIENCE

SOM Trade Partner Event Exchange API Guide

Version 2019.1 | Revision 04

Choose a business role below for more information on using SOM Trade Partner Event Exchange.



Landing experience to enable custom navigation to messages relevant to certain customer types and use case information

DEMO: EXPORT TO EXCEL



Data Element	Occurs	Format	Length
epcis:EPCISDocument	1...1	-	-
@schemaVersion ¹	0...1	Decimal	0/*
@creationDate ²	0...1	DateTime	1/*

Excel

destroy_epcis_1_0_guidelines [Protected View] - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

A1	Data Element	Occurs	Format	Length	Enums	Req	Description
1	epcis:EPCISDocument	[1...1]	-	-	-	M	The EPCISDocument element contains the EPCIS message root e
2	@schemaVersion *1 †1 or 1.0	[0...1]	Decimal	[0/*]	-	M	This field indicates the version of the EPCIS schema used to pop
3	@creationDate *2 †2017-02-28T19:12:53:34Z	[0...1]	DateTime	[1/*]	-	M	This field indicates the date that the message was created in
4	EPCISHeader	[1...1]	-	-	-	M	This element contains the XML file control header.
5	sbdh:StandardBusinessDocumentHeader	[1...1]	-	-	-	M	This element contains business header information including EF
6	sbdh:HeaderVersion *3 †1.0	[1...1]	String	[0/*]	-	M	This field indicates the version of the Standard Business Docum
7	sbdh:Sender	[1...*]	-	-	-	M	This value reflects a unique identification key for the Sender par
8	sbdh:Identifier *4 †81100001014507	[1...1]	String	[1/*]	-	M	This field indicates the GLN identifier for the sender. The value c
9	@Authority *5 †GLN	[1...1]	String	[1/*]	-	M	This attribute defines the sender identifier type as a GLN. The A
10	sbdh:ContactInformation	[0...*]	-	-	-	O	This field is not used.
11	sbdh:Receiver	[1...*]	-	-	-	M	This field indicates a unique identification key for the direct Rec



Q&A