



LIVE WEBINAR



# Information 4.0 and MadCap Flare



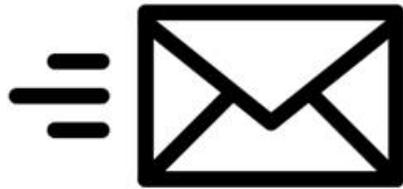
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**PRESENTED BY:**

Neil Perlin, Certified Flare Trainer and Consultant  
Hyper/Word Services



## BEFORE WE GET STARTED...



The webinar will be recorded  
and emailed to all registrants



Use the Question Panel in  
GoToWebinar to ask questions  
throughout the webinar



- Neil Perlin - Hyper/Word Services.
  - Internationally recognized content consultant.
  - Certified – Flare, Mimic, Viziapps, others.
  - Working in online since '86, mobile since '98, XML and CSS since '99, apps since '11.
  - Certified app consultant and trainer.
  - **Lynda.com**<sup>®</sup> author for Flare 11 and 12.



- What's Industry 4.0 / Information 4.0?
- Can it be implemented today? Using Flare?
- How will it affect Flare authors?
- Four major issues for tech comm



# What's Industry 4.0 / Information 4.0?



# *What's Industry 4.0?*

- Emerging model for factory automation and data exchange out of Germany.
  - See [https://en.wikipedia.org/wiki/Industry\\_4.0](https://en.wikipedia.org/wiki/Industry_4.0)
- Based heavily on:
  - iiRDS (International Standard for Intelligent Info Request and Delivery) - <https://iirds.tekom.de/>
  - Plus RDF, IoT, AI, deep learning, the cloud, more.



# *Industry 4.0 and Tech Comm*

- One Industry 4.0 design principle – “assistance systems... support humans by aggregating and visualizing information... for making informed decisions and solving urgent problems on short notice.”
  - [https://en.wikipedia.org/wiki/Industry\\_4.0](https://en.wikipedia.org/wiki/Industry_4.0)
- Sound familiar?



# *So What's Information 4.0?*

- “...informational component of Industry 4.0”
  - <https://www.linkedin.com/pulse/information-40-response-requirements-industry-andy-mcdonald>
  - Conceptual umbrella for current *and* new tech comm technologies and methodologies.
  - Evangelized by Andy McDonald, Ray Gallon in Europe.
  - Information 4.0 Consortium – [information4zero.org/](http://information4zero.org/)



# 7 *Characteristics of Content*

- Independent of format and business rules.
- Molecular – “Info molecules” self-assemble into “compounds” based on “state vectors”.
- Dynamic – Continuously updated.
- Offered – Available if needed.
- Ubiquitous – Online, searchable, findable.
- Spontaneous – Triggered by contexts.
- Profiled automatically.



Can It Be Implemented Today?  
Using Flare?



# *Independent*

- Content separated from:
  - Formatting – for use on multiple platforms.
  - Tool-specific features – ditto.
  - Business rules – for use for multiple applications.



# *Independent – Using Flare?*

- Content separated from:
  - Formatting – CSS.
    - Local formatting 
  - Flare-specific features – Clean XHTML target.
  - Business rules – Controlled via conditionality.



# *Molecular*

- Topic-based authoring – “fragments”.
  - Requires software and hardware power, *very* rigorous project standards and management.
  - Possibly AI for large numbers of fragments.
- “Assembly into compounds”.
  - Requires extensive RDF metadata.
- “State vector”.
  - Temporary context-states.



# *Molecular – Using Flare?*

- Supports topics, snippets and variables.
  - But large numbers of fragments need project standards, management, and documentation.
- Conditionality = fragment compounding.
  - But can't add RDF tags via the GUI yet.
- State vector – contextualization = CSH+.
  - No support for other types of contextualization yet – requires some sort of external scripting.



# *Dynamic*

- Continuously updated.
  - Effectively in real-time.
  - Content must be in open databases rather than behind a firewall or local.
  - Compilation may be a bottleneck.
- Needs fast, reliable network access.
  - With local storage fallback.



# *Dynamic – Using Flare?*

- Batch target editor allows near-continuous updating in near real-time.
- Targets must be built on servers, not locally or behind a firewall.
- Build time may affect the dynamism – need to minimize build times.
- May need to use Clean XHTML output.
  - Which may complicate project design.



# *Offered Rather Than Delivered*

- Breaking content into small molecules that can be called in response to a user query or question.



# *Offered... – Using Flare?*

- Flare supports this now via CSH.
- Needs to support other calls, as yet undefined.



# *Ubiquitous*

- Available everywhere, across multiple devices.
- Online, searchable, *and* findable.



# *Ubiquitous – Using Flare?*

- Responsive design = ubiquity across today's devices and platforms.
  - What about tomorrow's, like bots?
- Puts extra emphasis on SEO, content structure.
- Seems to rule out hard-copy and PDF.



# *Spontaneous*

- Triggered by “contexts”.
  - Goes far beyond traditional CSH to include:
    - Device orientation.
    - GPS and beacon-based location detection.
    - External states like temperature.
    - More.
  - Needs context detection, transmission, processing, and, again, metadata.



# *Spontaneous – Using Flare?*

- TBD because of the need to run a build through Flare or at the command line.
- No way now for a user request to trigger a build.
  - Would need a script that detected the context change and requested the build.
  - **Any takers?**



# *Profiled Automatically*

- Can mean *user* profiling but can also mean audience or context profiling or more.
- Requires continuous, heavy use of analytics.
- Like Cognizant's "data halo".



# *Profiled... – Using Flare?*

- Flare can create targets at a near-individual level but this takes a lot of effort.
- Also requires real time or near-real time builds – see “Spontaneous” above.



- Can it be implemented today?
- Not in its idealized smooth form but:
  - Flare supports some of the base technologies today.
  - Can go further with programmer involvement, like spontaneous “on-demand” generation.
  - Ditto methodologies like structured authoring (depending on your definition of “structured”).



# How Will It Affect Flare Authors?



# *Content Creation*

- Think topics and fragments, not documents.
- Consider dynamic wording – e.g. click/tap.
- Structure content organizationally.
- Structure content semantically – metadata, taxonomies, ontologies, etc.
- Write and structure content for output to multiple “gateways,” including bots.



# Technology

- Need greater technical familiarity and skills.
- Need to follow:
  - Coding best practices.
  - Standards, including structural standards.
    - DITA?
- Need a broader view of “contextualization.”
- Molecule creation and mgt. may demand AI-based tools – our job becomes curatorial.



# *Tools*

- Need to keep our tools up-to-date.
- Start thinking about new tools, like natural language parsers to create question-response pairs for bots.
- Crucial need for training in proper tool use.
  - Peer-to-peer training often just perpetuates errors.



# Four Major Issues



- Does it support my company's strategic and business direction?
- Does it have top management support?
- Does my company's culture support this?
- Are things clearly defined in my company?
- See my blog at <http://hyperword.blogspot.com/> for periodic updates on the issues.



# Summary

- Much of Information 4.0 still conceptual.
  - It may end up called “Content 4.0” or the like.
- But it represents an increase in the technical side of tech comm.
  - Like adding geolocation from the app world.
- It offers multiple paths for tech comm and Flare in the years ahead.



# *Hyper/Word Services Offers...*

Training • Consulting • Development

- Flare
- Assessing readiness for “mobile”
- Guidance toward Information 4.0
- ViziApps
- Single sourcing • Structured authoring



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# Thank you... Questions?



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