

IT ALL COMES DOWN TO ROI

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



PRESENTED BY

Jose Sermeno

Product Evangelist – MadCap Software

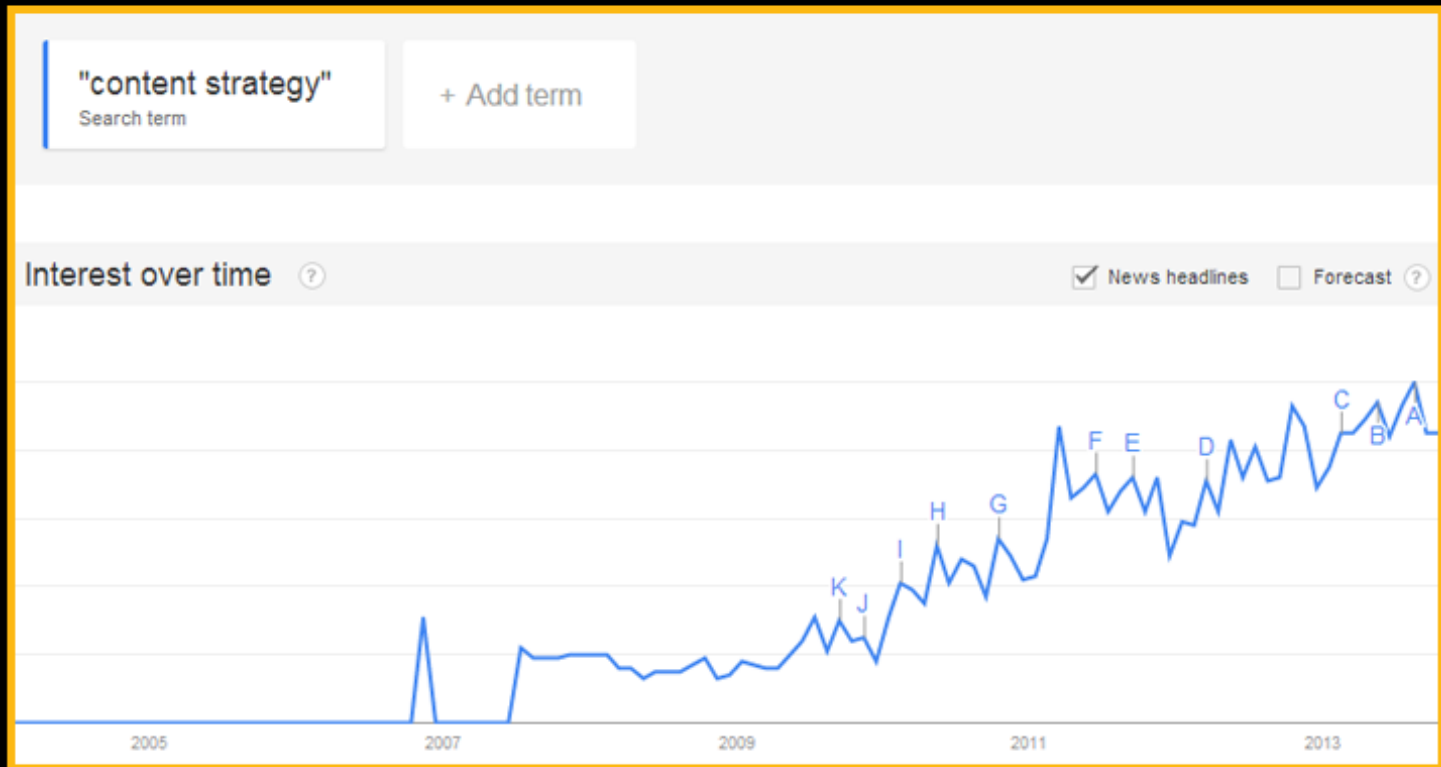


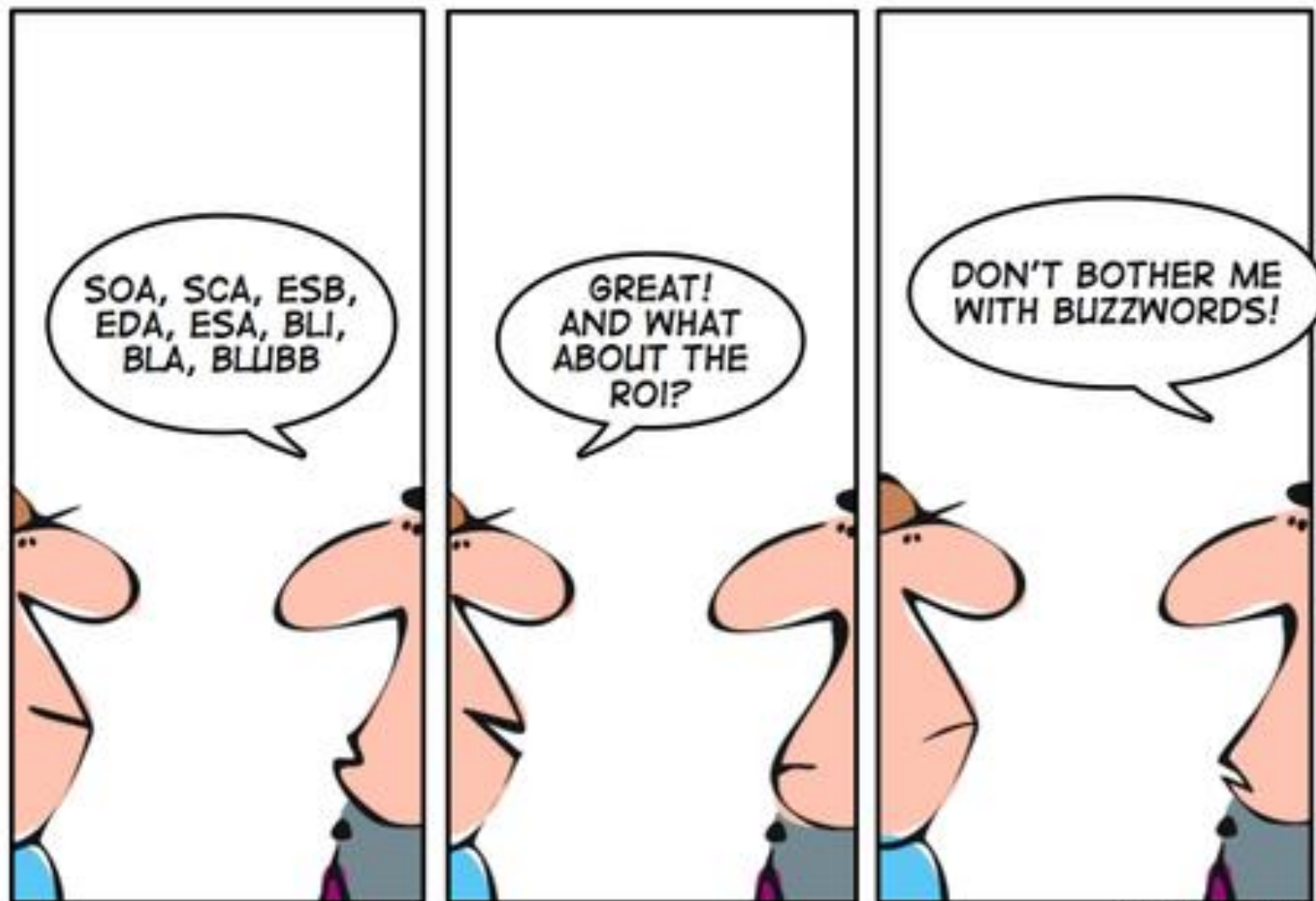
WHY ARE WE TALKING ABOUT ROI & CONTENT STRATEGY



madcap
software

"Content Strategy" Trending worldwide in Google Search since 2004





GEEK AND POKE

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



madcap
software

AUDIENCE:

ARCHITECTURE:

FLOW:



madcap
software

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



madcap
software

METHODS OF INGESTION

Print:

- Books
- PDF
- eBook
- Brochures

Web:

- Mobile
- Desktop
- Tablet
- eBook



METHODS OF INGESTION

There's so many more.

Google
bing
YAHOO!



madcap
software



<https://www.google.com/search?q=content+consumption>



**REGARDLESS OF YOUR
AUDIENCE:**

YOUR GOAL IS SIMPLE



madcap
software

**CREATE CONTENT
THAT IS EASY AND
INTUITIVE TO DIGEST**



madcap
software

AUDIENCE:

ARCHITECTURE:

FLOW:



madcap
software



madcap
software

MARKETING SLIDE:

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



madcap
FLARETM

MORE GENERAL

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



madcap
software

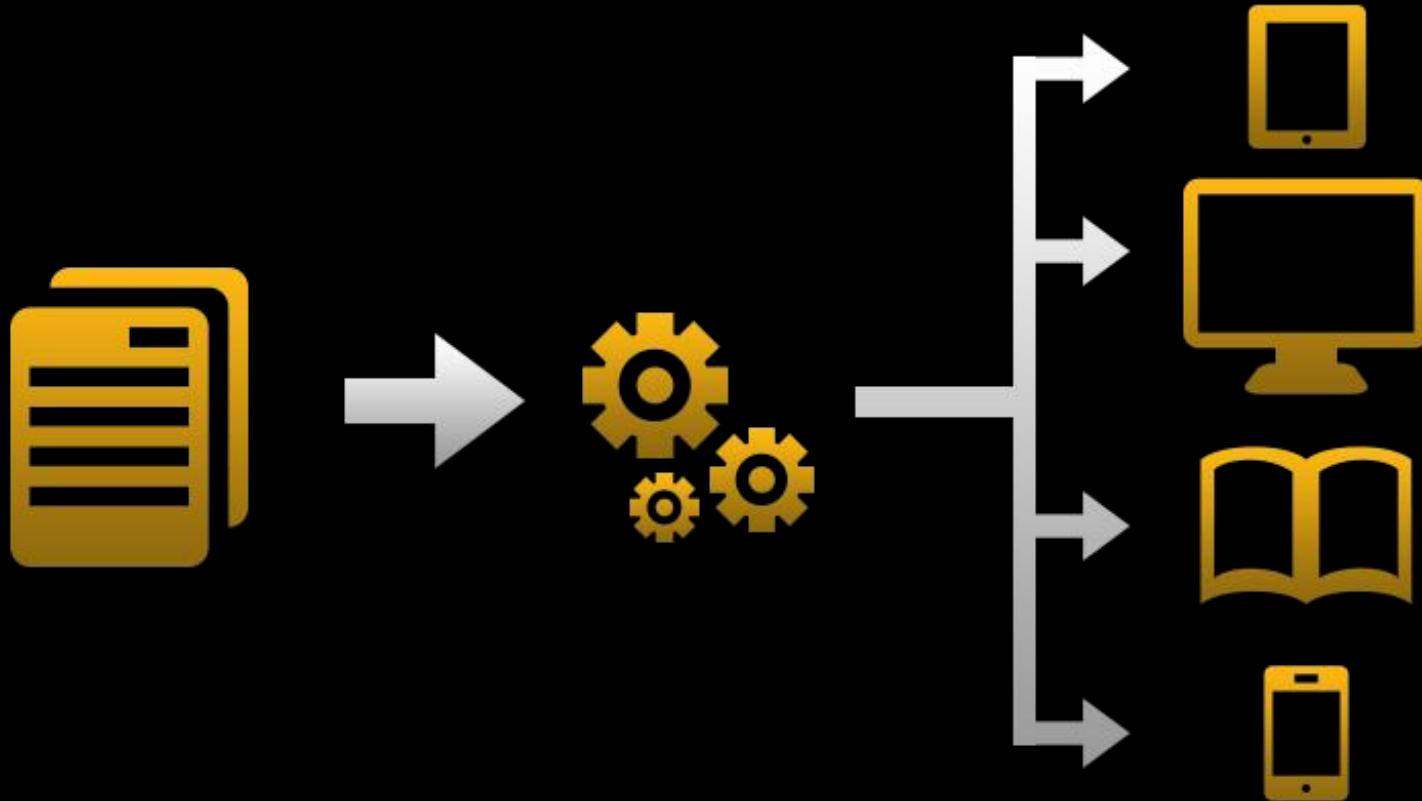
BEST PRACTICE:

**SINGLE SOURCE FOR A
GLOBAL AUDIENCE**



madcap
software

SINGLE SOURCE ELEMENTS



FOLLOW OPEN STANDARDS



madcap
software

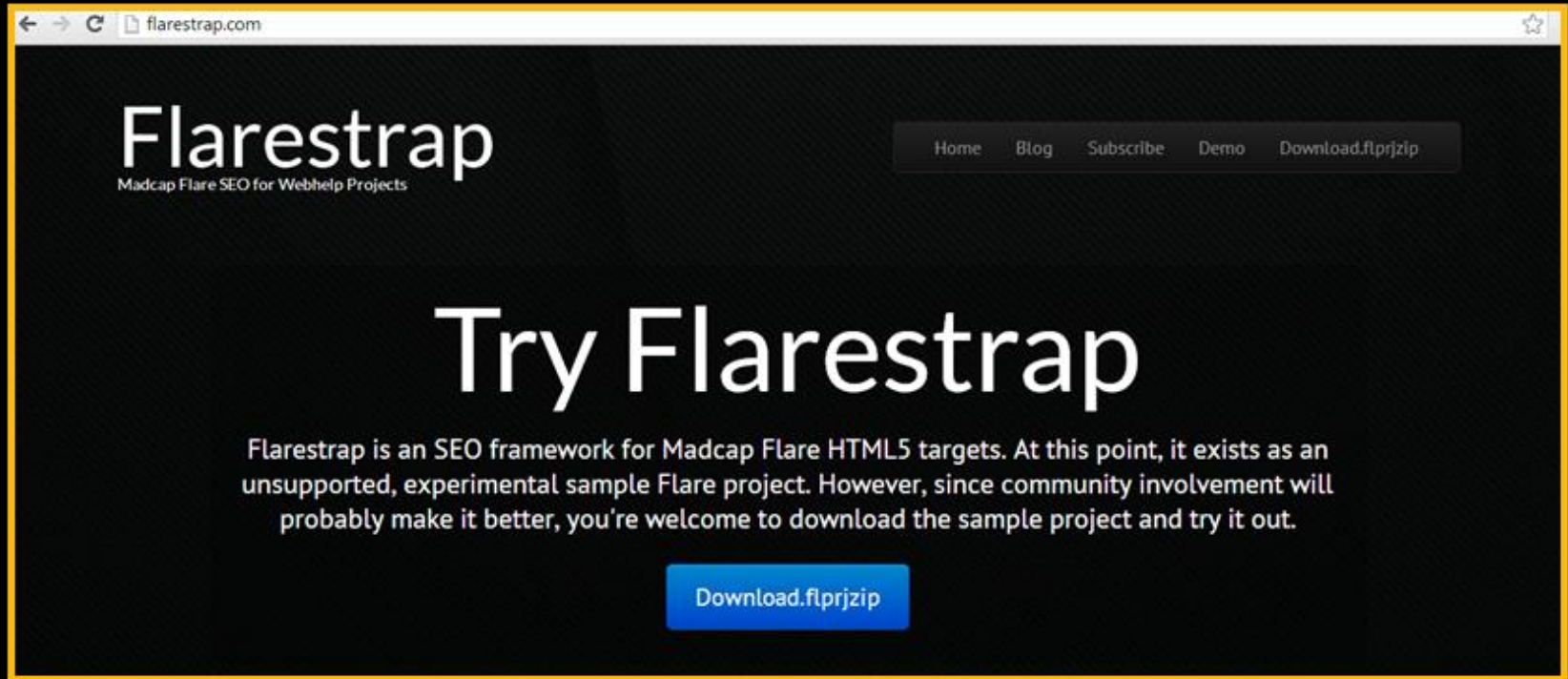
FUTURE PROOF YOUR CONTENT

**XML, HTML, CSS,
XLIFF, TMX, TBX**



madcap
software

FLARE + BOOTSTRAP



ONE LAST THOUGHT ON ARCHITECTURE:



madcap
software

THINK BIG



AUDIENCE:
ARCHITECTURE:
FLOW:



madcap
software

FLOW IS INTERNAL AND EXTERNAL



madcap
software

WHO IS INVOLVED IN YOUR CONTENT STRATEGY



madcap
software

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:



madcap
software

MULTI-CHANNEL SINGLE SOURCE



STREAMLINE **PROCESSES FOR ROI**



madcap
software

WHAT
FOR WHO
WHEN
HOW OFTEN



madcap
software

THE SIZE OF YOUR TEAM MATTERS



madcap
software

PROCESSES:

- Authoring
- Review
- Collaboration
- Maintenance
- Approval
- Update Pushes
- Analyze Usage
- Identify Opportunities
- **IMPROVE**

HOW LONG WILL YOUR PROCESSES TAKE?



madcap
software

KEY FACTOR: **OPTIMIZE COLLABORATION**



madcap
software

KAIZEN

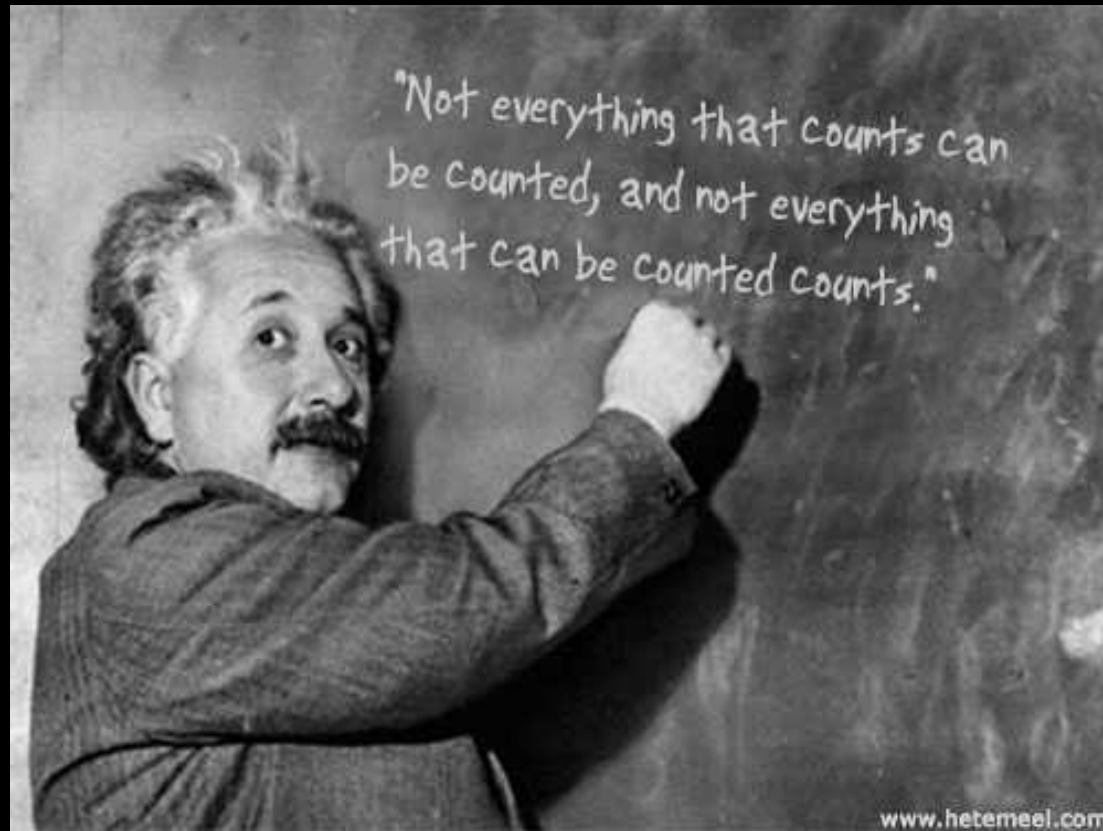


madcap
software

**YOU CAN'T IMPROVE
WHAT YOU DON'T
MEASURE**



madcap
software



madcap
software

CASE STUDY ANALYSIS



TRICENTIS®

Technology & Consulting

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



madcap
software

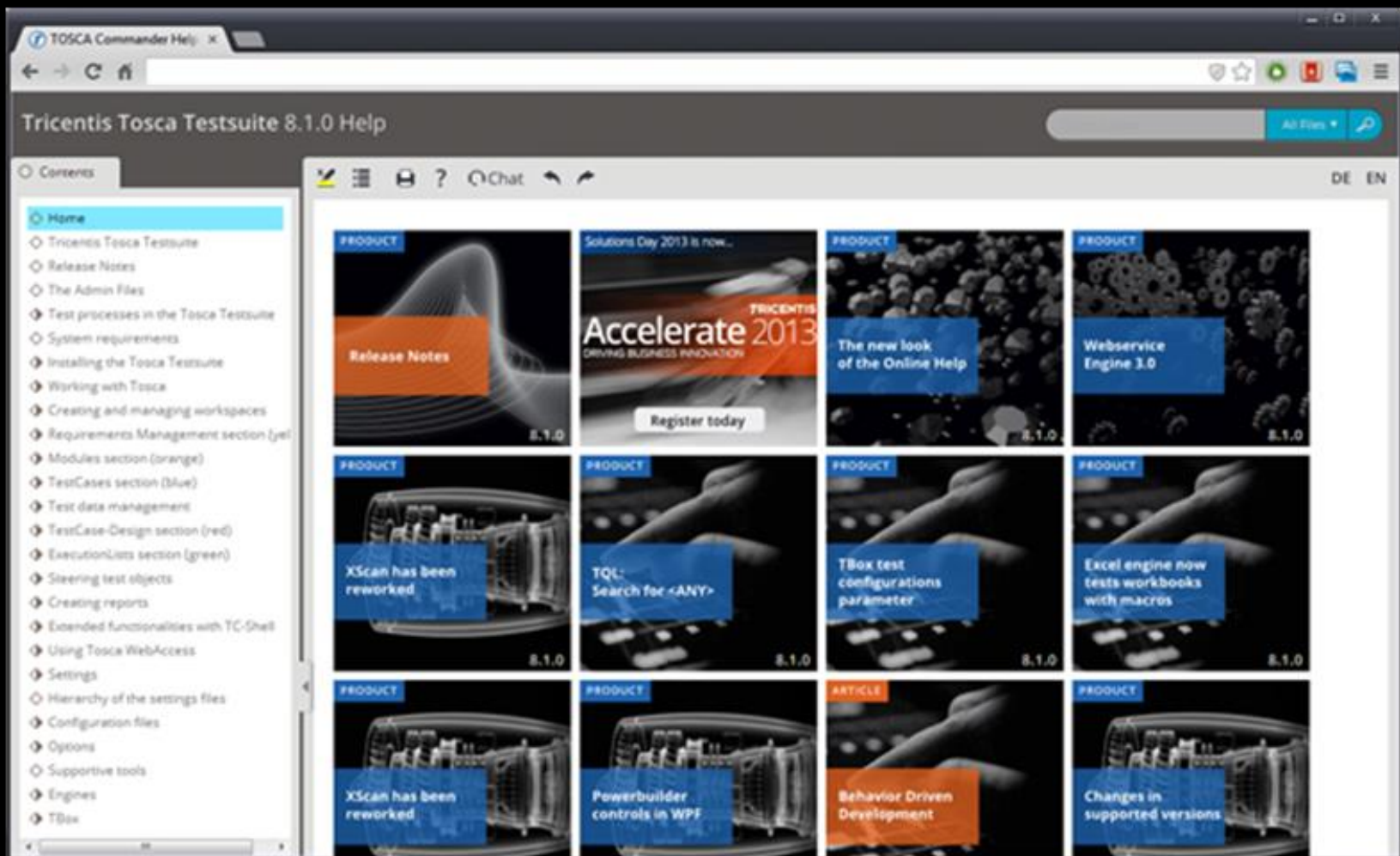
LOOKING TOWARD A MORE INTERACTIVE FUTURE

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



madcap
software



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

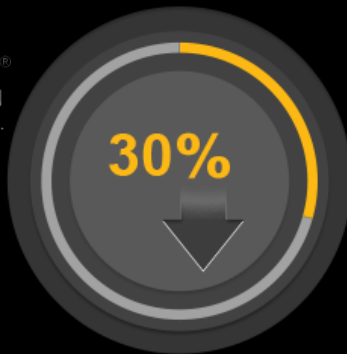




“To modify formatting for our documentation, I can make the font size or color change in the CSS file, and it is instantly reflected in more than 600 topics”

Patrick Calnan |
N-able Technologies.

— Updates now take 1 day instead of 1 week!



Reduced Support Inquiries

“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.”

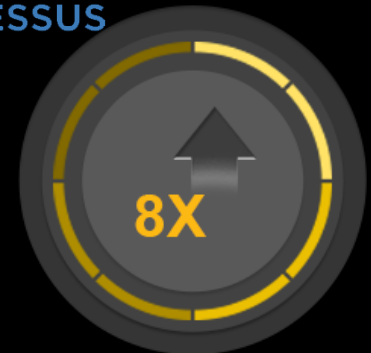
Riyaz Adamjee |

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.”

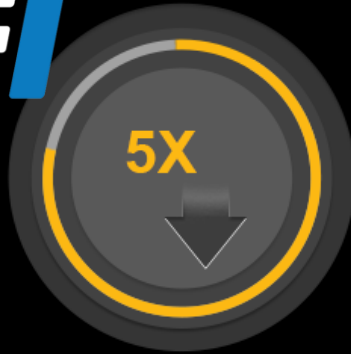
Pam Coca | Documentation Manager

COMPRESSUS



Increased Production Speed

GFI®



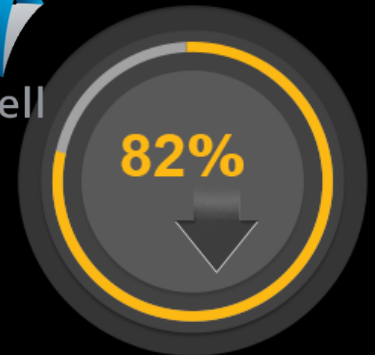
Reduced Project Time

“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.”

mitchell



Reduced Project Time

Don Rasky | **Senior Technical Writer**

LAST THOUGHTS



madcap
software

AUDIENCE ARCHITECTURE FLOW

IT ALL COMES DOWN TO

**RETURN
ON
INVESTMENT**



madcap
software

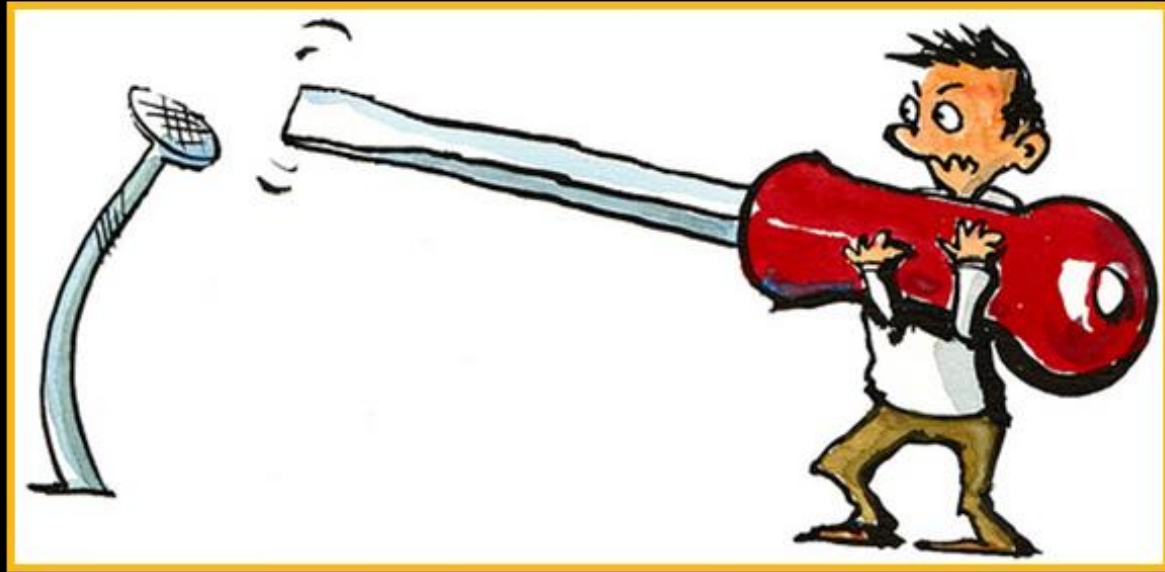
ROI IS:

**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



madcap
software

\$100 OFF  **madskills TRAINING**

Thanks for attending today's webinar!

As a webinar attendee, receive **\$100 off any MadCap Training Course:**

Discount Code **ROI100***

For available training courses and to receive your discount, contact:

sales@MadCapSoftware.com

+1 858.320.0387 opt. 1

*Valid for any current or future training course reserved by January 10, 2014. Certain restrictions apply.

MADWORLD

ATTEND. LEARN. ADVANCE.
HARD ROCK HOTEL | SAN DIEGO, CA

APRIL 13-15, 2014

www.MadWorldConference.com



madtranslations

MadTranslations specializes in individual projects or complete end-to-end translation and localization solutions.

Our services include:

- Language Translation
- Software Localization
- Website Localization
- E-Learning Localization
- Project Management
- And more



QUESTIONS?



madcap
software

THANK YOU!



Jose Sermeno

Product Evangelist - MadCap Software
JSermeno@MadCapSoftware.com



@MadCapSoftware
@MadCapJose

@MadCapJennifer
@MadCapDocTeam