

Single-Sourcing from the Ground Up

Step 1: Authoring Interfaces for Non-Authors

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Introduction to the Company

- *Informed is a small publishing house started by three professionals in 1986 – firefighter, paramedic, critical care nurse.*
- *Developed seven titles of small form factor books, printed on plasticized paper, for these professionals.*
- *Books have been highly successful.*
- *For the first time in my career, content IS the primary business!*



Introduction to the Process



Informed.

- *Each of the authors typed up or handwrote their input and give it to the one who would then put it into PageMaker.*
- *The first proof would be produced, and then shared with the other authors/reviewers.*
- *They would make their changes on the galleys, and go through at least two more iterations.*
- *Eventually, outsourced the DTP aspect, but still relied on the galleys for editing.*
- *Each page was laid out by hand...*

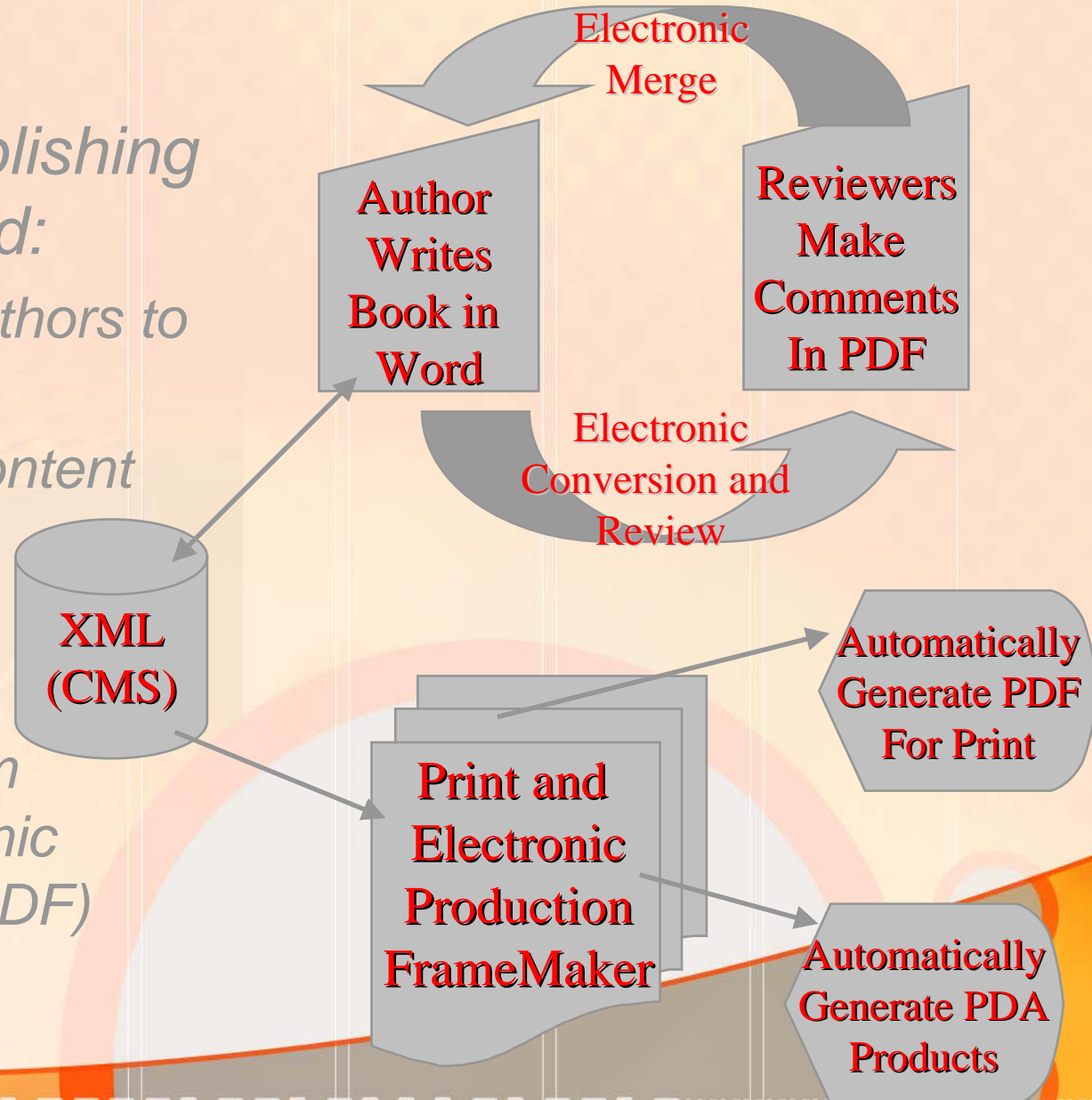


Issues with Old Process

- *The old process was:*
 - *Very time-consuming*
 - *Very expensive*
 - *Very labor-intensive*
- *The old process was unable to:*
 - *Scale to meet electronic (PDA) needs effectively*
 - *Easily allow new authors to work on one or more books*
 - *Facilitate online reviews*
 - *Allow authors to programmatically share content*

New Authoring/Publishing Model

- *Developed new authoring and publishing model that allowed:*
 - *Non-traditional authors to write books*
 - *Easier reuse of content between books*
 - *Streamlined print production*
 - *Ability to transform content to electronic formats (HTML, PDF)*



Stages of Development

- **Stage 1: Build the Authoring Interface**
 - *Build interface and use this to convert all books into Word – interface done, conversion underway*
- **Stage 2: Build the Print Production Tool**
 - *Assessment, beginning development (Frame 7.1)*
- **Stage 3: Build the Electronic Production Tool**
 - *Assessment of tools (Quadralay, iSilo)*
- **Stage 4: Purchase the CMS**
 - *Assessment (Salivating vendors...)*
 - *Will likely use SharePoint as staff is ‘geographically diverse’*
- **Backwards, but like most companies, need to do the ‘biggest bang for our buck’ first...**



Authoring Dilemmas

- *All authors are remote, contractors and not professional writers. Precluded use any traditional high-end authoring tools such as Frame, Epic, XMetal.*
- *Didn't want to purchase lots of software for authors who might only co-author something or write one book.*
- *Needed to have the authors 'see' what their books would look like before going into print production, which precluded simple 'data entry' forms.*
- *Needed simple, easy electronic review cycles.*



WORD 2003!

- *The bane of professional writers' existence ends up being the 'best' choice for an authoring interface based on:*
 - *Its ubiquity*
 - *Its ability to handle XML*
 - *Its fairly robust templating*



Authoring Solution *Not* a Review or Publishing Solution

- *Word is perfect for my authors, but has weaknesses for the rest of the solution...*
 - *Easier to share files, but embedded review function is limited.*
 - *Not able to handle **print pre-production** work well, particularly in application of color, pagination, bookbuilding.*
 - *I'm not convinced of **electronic pre-production** capabilities, such as ease of adding metadata to the content.*
- *Still needed a robust electronic review solution.*
- *Still needed a robust pre-production solution.*



- *Chose Acrobat 7.0 Professional*
 - *Allows creation of a 'mini-workflow' without workflow software.*
 - *Generate PDFs within Word, create a review list, and send out either serially or in parallel.*
 - *Reviewers can download the new reader, which has electronic markup tools such as highlighter, comment boxes, editing tools.*
 - *Comments can be merged into a single doc by the author.*

- *FrameMaker 7.1*
 - *XML compliant – can pick up the XML embedded in the Word files.*
 - *Better ability to manage book building*
 - *Better ability to manage pre-print requirements*
 - *Better ability to manage metadata*
 - *Known ability to cleanly output through WebWorks to navigable HTML.*



Let's See That Interface!

- *Turn it over to David Giusto of DMSi...*



- *Style Template*
 - *Finite, predetermined set of paragraph and list styles*
 - *Not modifiable by authors*
- *Custom Schema*
 - *Document structure only*
 - *Don't replicate Word markup – pGraph etc.*
 - *Novice authors don't need to see or use XML tags*
 - *Schema can be applied later in process for easier authoring by novice or non XML user*



XML from Word to Frame

- *XSLT*
 - *Extract custom Word schema and content*
 - *With the fixed set of styles conversion is possible*
 - *Challenges with tables*
 - *Provide templates for base cases*
 - *Some user training on what to avoid*
- *Transform back to Word*
 - *This direction is actually easier – less loss*
 - *Production schema data model well defined*



Interface Demo

- *Informed content in:*
 - *Disconnected mode*
 - *Author uses a template stand alone*
 - *An example CMS environment using WordBridge*
 - *Connected to the CMS in a LAN environment*
 - *For production use to manage Word fragments and document assembly*



Thank You

- Q&A
- *See us at Booth 129*

