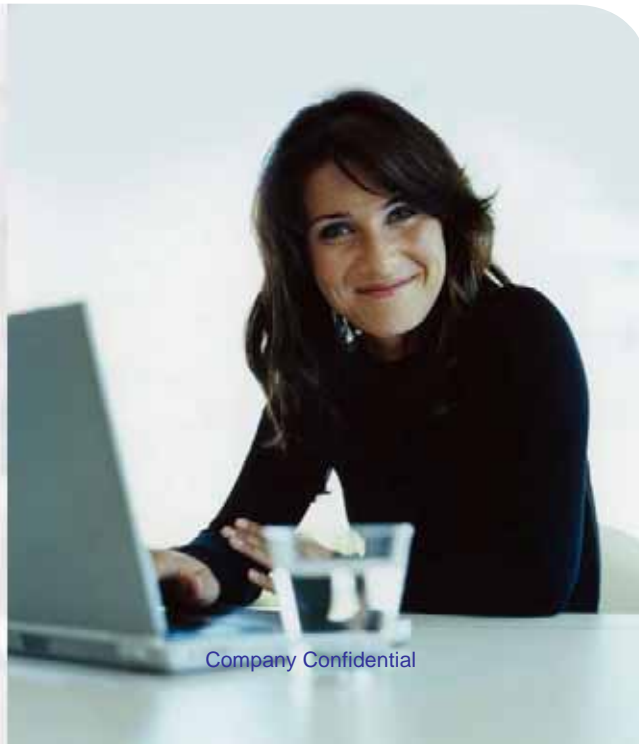
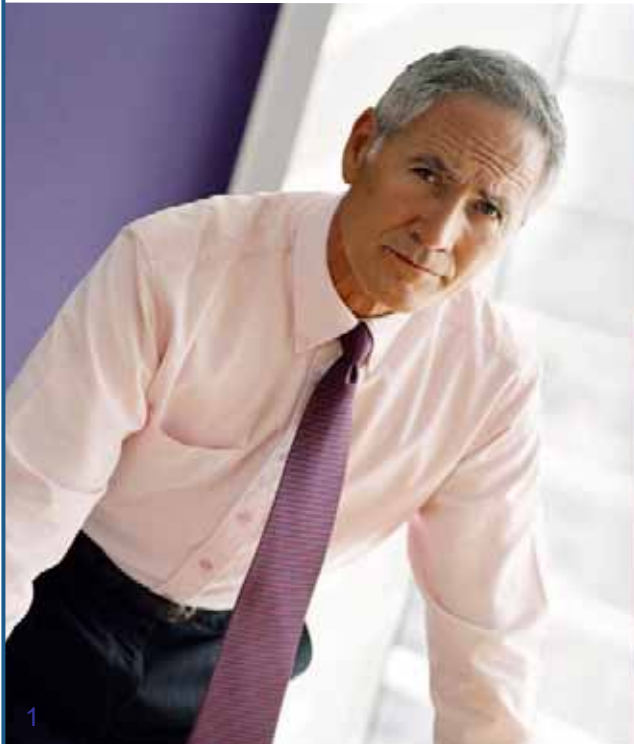




Migration to DITA and CMS – a work in progress

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Company Confidential

Agenda

- About Micro Focus and the User Information team
- The problem
- The business case
- The story so far (timeline 1)
- Why a CMS?
- Why DITA?
- Why Mekon?
- Why the project will succeed
- Complexities and pitfalls
- What now, what next? (timeline 2)
- Final thoughts
- Questions?

About Micro Focus

- The market leading Enterprise Application Management and Modernization solutions vendor
 - Founded in 1976
 - Global company with 600+ employees world-wide
 - Principal offices in the US, UK, France, Italy, Germany & Japan
 - UK listed (FTSE250)
- Blue chip customer base
 - 15,000 current customers
 - 91 of the current Fortune 100
 - Over 1 Million Licensed Users
 - Global Strategic Partnerships with IBM, Microsoft, Oracle
- “Micro Focus provides innovative software that enables customers to dramatically improve the business value of enterprise applications and respond rapidly to market changes.”

About the User Information Team

- Experienced writing team
 - 12 writers in 4 locations (UK, US, Bulgaria)
 - Rapidly growing team
- Vast majority of content in XML
 - Written using XMetaL
 - Stored in CVS
 - DTDs and XSLT developed in-house
- Acquisitions' content in FrameMaker and Word
- Content delivered as CHM, HTML and Help2
- Lots of reuse in places; none in others
- No localization



The problem

- Documentation management system developed in-house
 - Cutting edge at the time but now showing its age
- Costly to maintain
 - Experts have left
 - Cannot manage, debug and improve the processes that exist
- Cannot continue to rely on in-house solutions
 - If and when it breaks down, we will no longer be able to deliver documentation on time. This will mean either:
 - Our product releases will not include up-to-date documentation, or
 - Product releases may be delayed



Business case 1: value to customer

- Improve quality of content
 - Re-use
 - Consistency
 - Accuracy
- Improve ease of search
- Publish to different formats

Business case 2: value to business

- Lower cost on support
 - Doc more accurate, answers easier to find -> fewer support calls
- Lower cost on dev
 - Support finds answers in doc, so no need to ask dev
 - Dev are doc users themselves
- Lower cost on doc
 - Reduce time spent on builds etc. – more time on writing



Business case 3: value to doc team

- Replace ageing systems and processes before they impact ability to deliver
- Introduce sustainable and manageable systems
- Align with industry standards
 - Open source expertise
 - Recruitment benefits
 - Knowledge transfer



The story so far (timeline 1)

| Action | Timeline |
|--|--------------|
| Micro Focus indentified need for CMS | End 2007 |
| Engaged Mekon | Dec 2007 |
| Mekon performed analysis (CSA) | Dec 2007 |
| Micro Focus decided to go DITA | Dec 2007 |
| Mekon confirmed CMS/DITA were appropriate choices and proposed a range of supporting tools | Dec 2007 |
| Narrowed these down via consultation (PSP), demos and workshops (CRPs). Considerations: cost, functionality, DB support, locally hosted, maturity of product, ease of use, "feel" of vendor | Jan-Feb 2008 |
| Selected TriSoft | Feb 2008 |
| Engaged Mekon to convert content to DITA | Feb 2008 |
| Installed and configured TriSoft | April 2008 |

Why a CMS?

- Need for externally supported software
 - Knowledge transfer within team
 - Recruitment – get new team members up to speed
 - Dedicated support staff
 - Replace batch files!
- Reuse
 - Improve the way we structure content and search for it for reuse
 - Reduce workload – write once, use many times
 - Encourage accuracy – single version of the truth
 - Faster to update
- Publication issues
 - Multiple formats/audience
 - Build/test
 - Link management



Why DITA?

- Difficult decision!
- Well-developed internal standards – migration is painful
- But adapting a CMS to our standards would be even more painful and expensive
- Open source standards – good now, better in the future
- ToC management
- Single publishing parameter file per document structure
- Integration of acquisitions



Why Mekon?

- Industry experience – understanding of wide range of CMSs
- Good range of skills within company
- Understand value to business as well as doc team – keep focus external not internal
- Independent
- Local (except Noz!)



Why the project will succeed

- It has to! Significant outlay – budget and time
- Team
 - Enthusiastic and motivated
 - Recognized old system was unsustainable
 - Strong on XML and XMetaL already
 - DITA – “debate passionately, get on board”
 - Mekon - guide, support, validate, correct
- Support and sponsorship from the Exec
- Demonstrable results already
 - Meeting milestones
 - Delivering results
- Right solution for the right time



Complexities and pitfalls 1

- Need to demonstrate results quickly
 - Learn on the go
 - Cannot design perfect solution before starting
 - Need to steer the moving vehicle
 - Balance between up front research and management of progress expectations
- How do you learn what you need to, when you don't know what you don't know?



Complexities and pitfalls 2

- Interference
 - Day job
 - Geographically dispersed team
- Preparation for migration is time-consuming and a pain
- Publishing is complex
- Pilot project hasn't really happened - YET!



What now, what next? (timeline 2)

| Action | Timeline |
|--|-------------------|
| Prepare mapping to DITA | April - July 2008 |
| Migrate content to DITA and populate CMS | End July 2008 |
| Run old and new systems in parallel | 2008/09 |
| Re-architect | 2008/09 |
| Integrate acquisitions | 2008/09 |
| Refine and improve | On-going |



Final thoughts

- Business case to doc team is very different from business case to board!
- It may not be the right solution for everyone
- But if it is...

Get on with it!



Questions...?

?