

# IT ALL COMES DOWN TO ROI

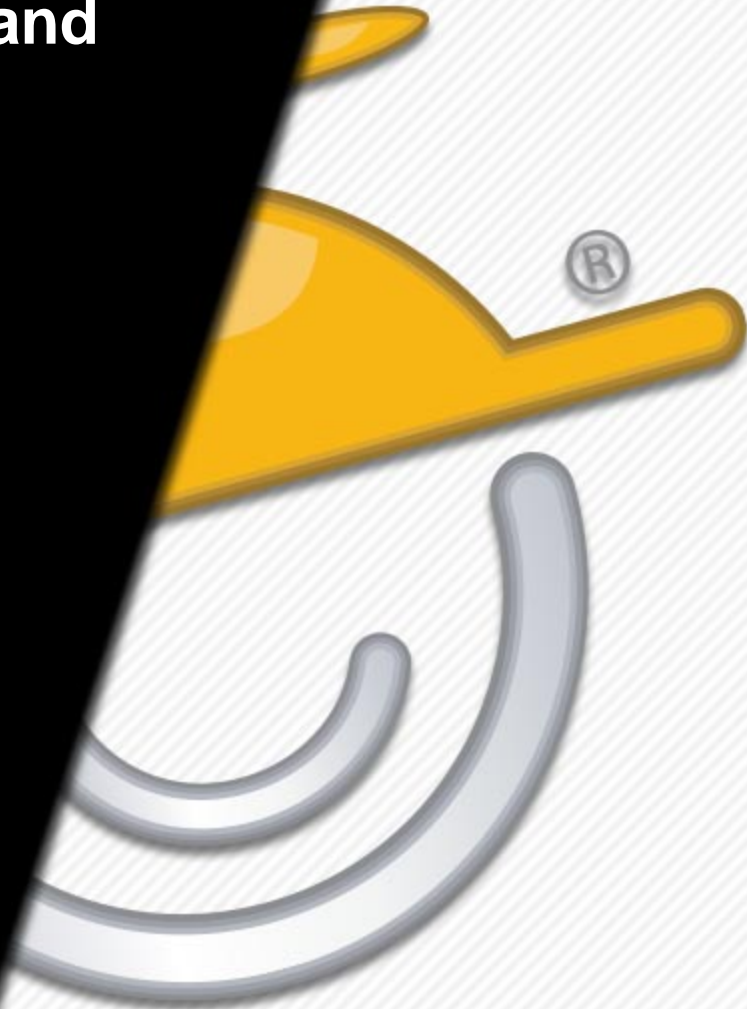
How Smart Companies have a Content Strategy to Increase Productivity and Reduce Costs



**PRESENTED BY**

Jose Sermeno

Product Evangelist – MadCap Software



# ABOUT ME: JOSE SERMENO

## Current:

**Product Evangelist - MadCap Software**

\*MadPak & MadTranslations (Started with Flare v6)



## Previous:

Project Lead – Zivtech (Drupal Implementation)

## Other Info:

- 10+ yrs Software Application Manager – Windows/Mac/Web
- Over 5 million documents/records/files successfully converted
- Open Source Hardware & Software Advocate (Arduino, OpenCV)
- Award Winner for San Diego Community Outreach with Robotics
- Proponent of the Maker Movement (Ask me about SDMMF!)

## OTHER INFO:

I build autonomous underwater robots.

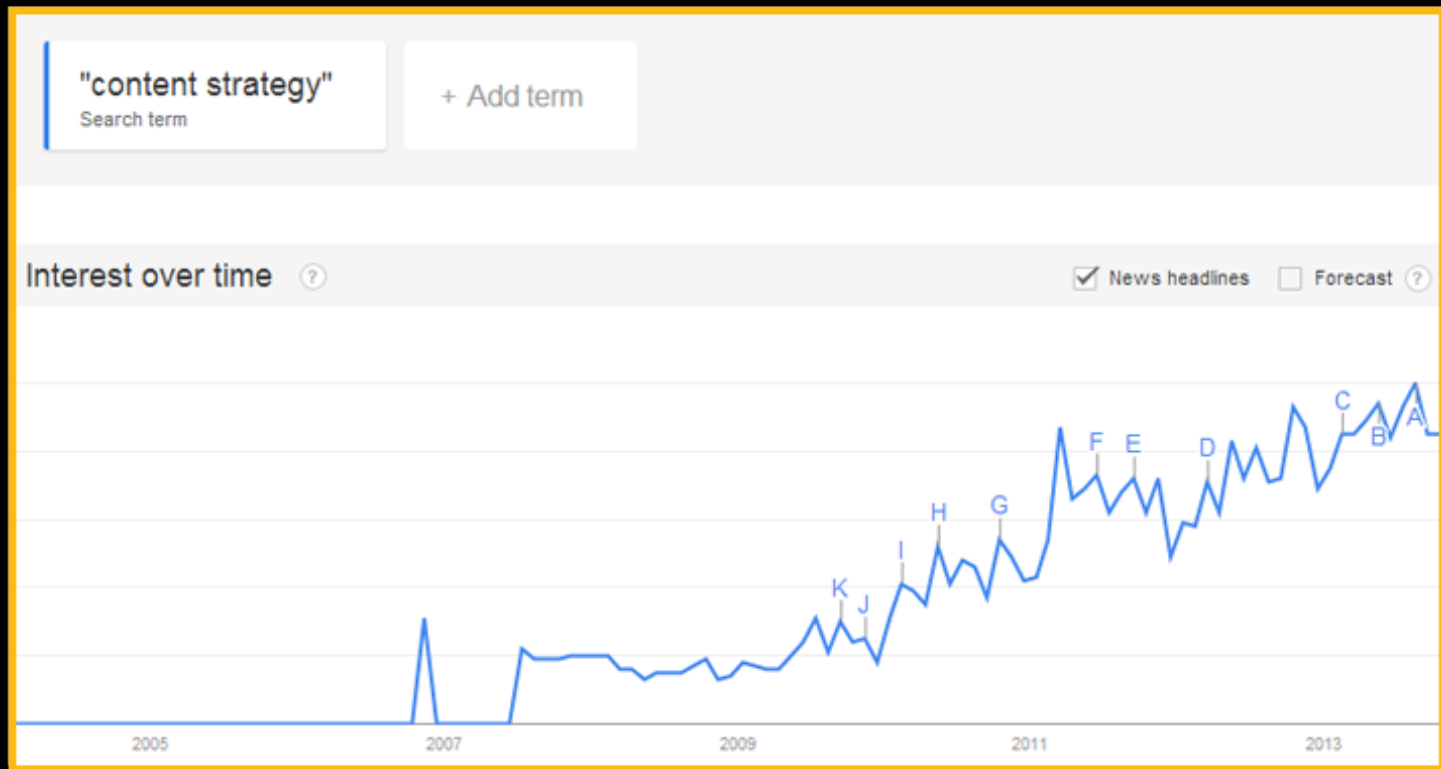


# WHY ARE WE TALKING ABOUT ROI & CONTENT STRATEGY



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# "Content Strategy" Trending worldwide in Google Search since 2004



# 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



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# AUDIENCE:

## ARCHITECTURE:

## FLOW:



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# 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**

# METHODS OF INGESTION

## Print:

- Advertisements
- Books
- User Guide
- PDF
- eBook

## Web:

- Mobile
- Responsive
- Dynamic
- Modern
- Clean
- Simple
- Fast
- Easy

# METHODS OF INGESTION

There's so many More

Google  
bing  
YAHOO!



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



**REGARDLESS OF YOUR  
AUDIENCE:**

**YOUR GOAL IS SIMPLE**



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

AUDIENCE:

# ARCHITECTURE:

FLOW:

# MARKETING SLIDE:

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



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**FLARE**<sup>TM</sup>

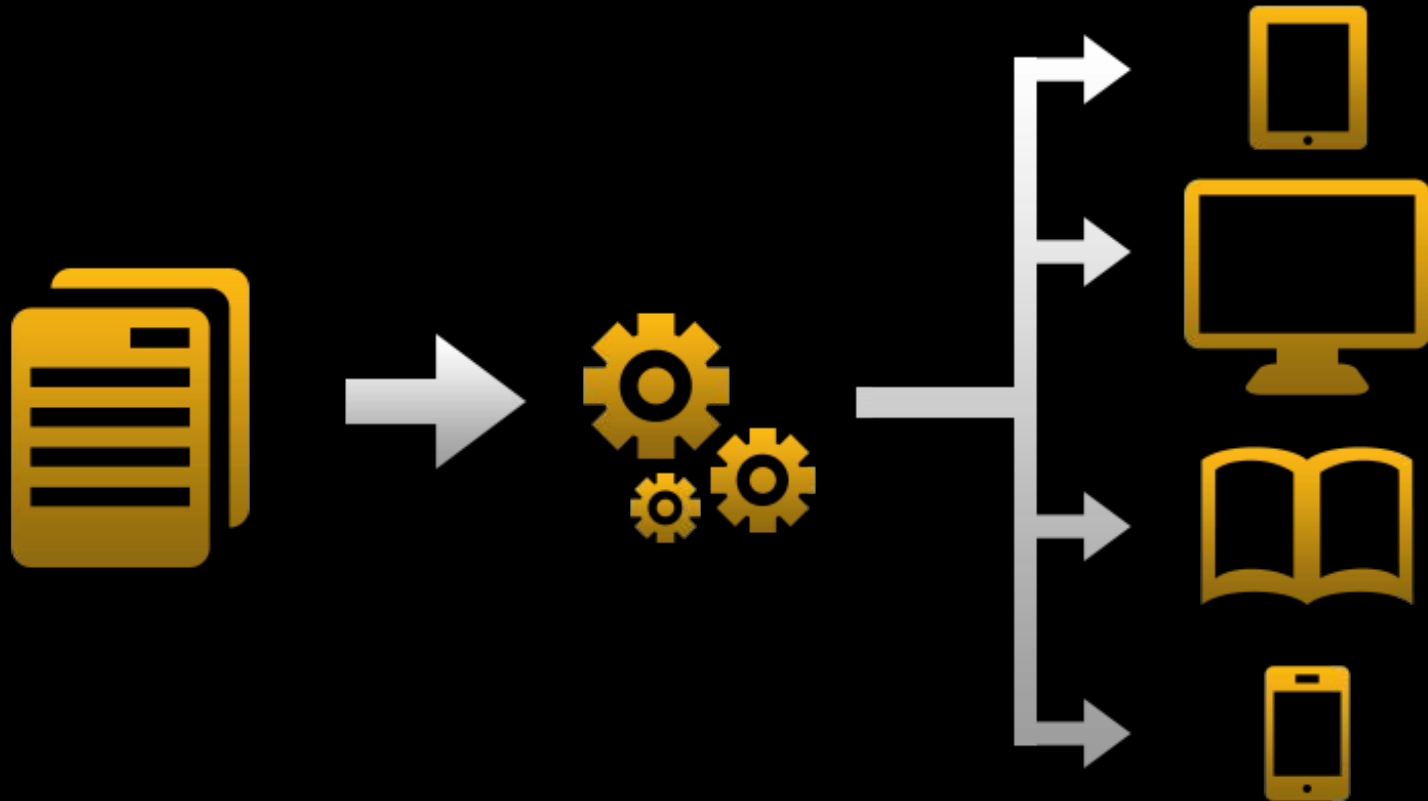
# MORE GENERAL

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

**BEST PRACTICE:**

**SINGLE SOURCE FOR A  
GLOBAL AUDIENCE**

# SINGLE SOURCE ELEMENTS



# **FOLLOW OPEN STANDARDS**



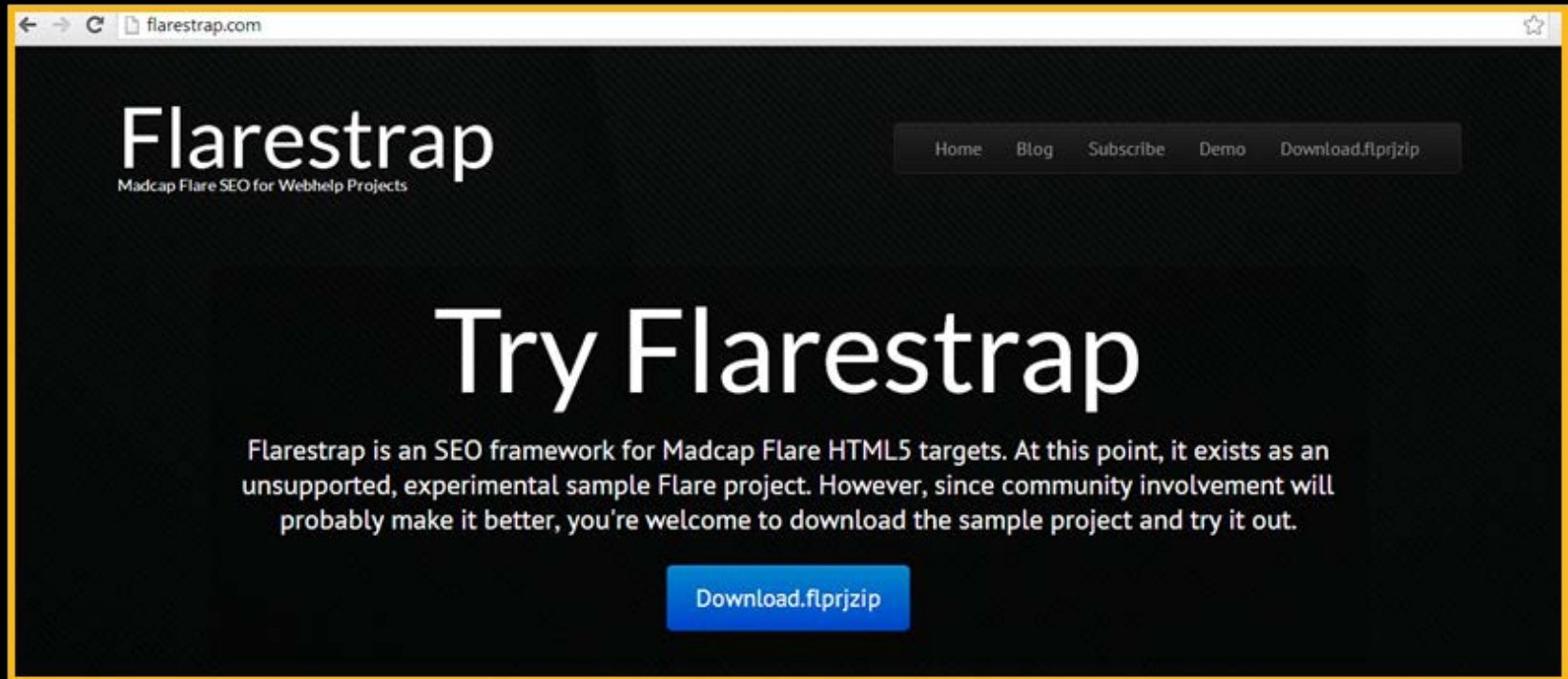
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# **FUTURE PROOF YOUR CONTENT**

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



# FLARE + BOOTSTRAP



# ONE LAST THOUGHT ON ARCHITECTURE:



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**THINK BIG**



AUDIENCE:  
ARCHITECTURE:  
**FLOW:**

# **FLOW IS INTERNAL AND EXTERNAL**



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# WHO IS INVOLVED IN YOUR CONTENT STRATEGY

# 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:**



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# MULTI-CHANNEL SINGLE SOURCE



# **STREAMLINE** **PROCESSES FOR ROI**



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**WHAT**  
**FOR WHO**  
**WHEN**  
**HOW OFTEN**



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# THE SIZE OF YOUR TEAM MATTERS



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# PROCESSES:

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

# HOW LONG WILL YOUR PROCESSES TAKE?



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# **KEY FACTOR:** **OPTIMIZE COLLABORATION**



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



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# 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

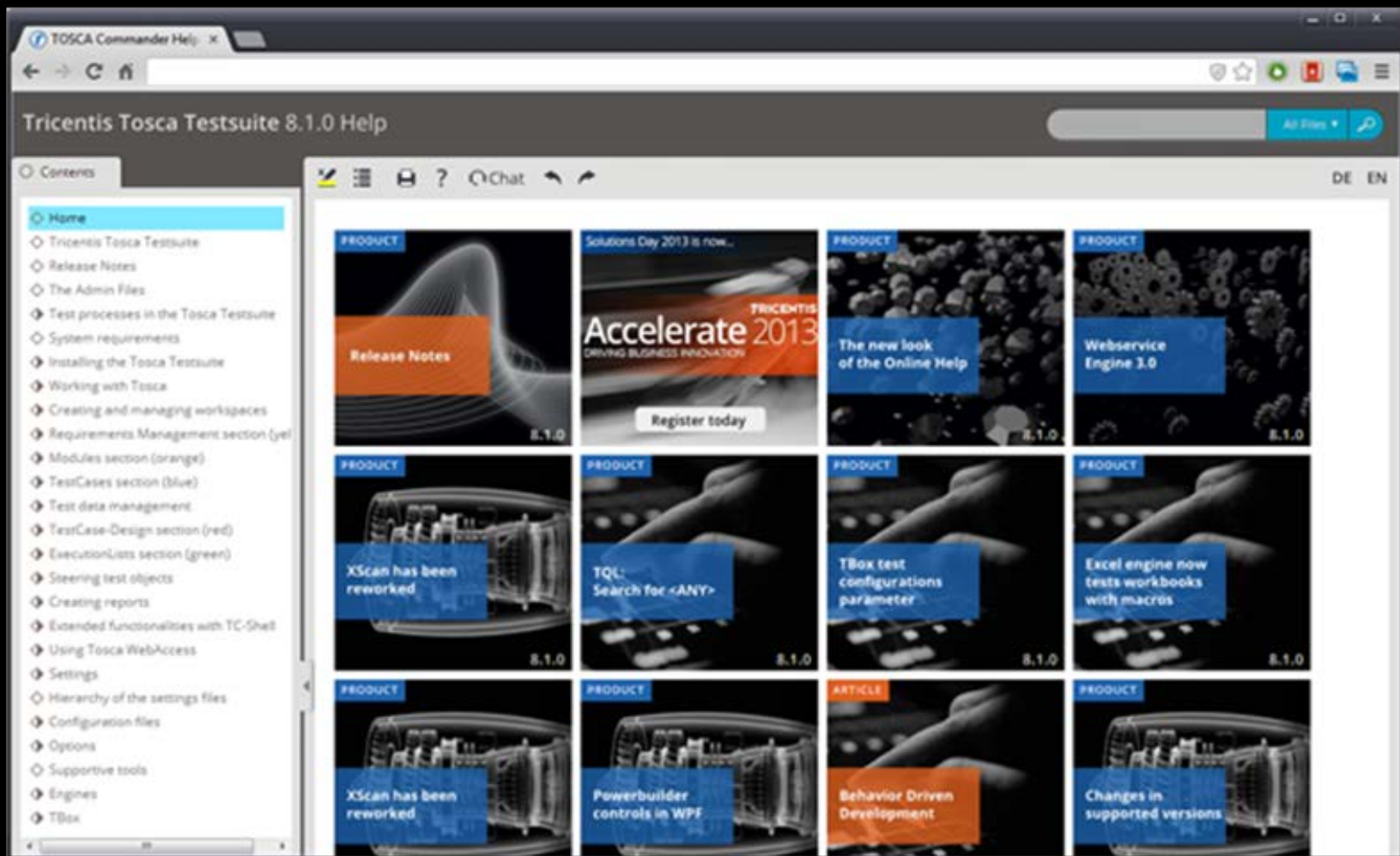
# LOOKING TOWARD A MORE INTERACTIVE FUTURE

## 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







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%



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## Document Management

- Notifications
- PageBuilder
- Permissions
- Photo Gallery
- Polls and Surveys
- Roles
- Search
- Server Controls
- Smart Desktop
- Smart Forms
- Social Networking
- Synchronize
- System Requirements
- Targeted Content
- Widget Tasks
- Taxonomy
- Templates
- 3-Tier
- URL Aliasing
- Users
- User Groups
- Web Alerts
- web.config
- Web Page Content
- Widgets
- Workarea
- Workflow



*“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



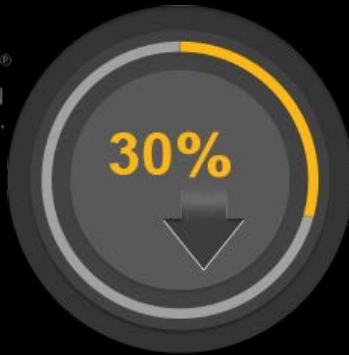




*“To modify formatting for our documentation, I can make the font size or color change in the CSS file, and it is instantly reflected in more than 600 topics”*

**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.”*

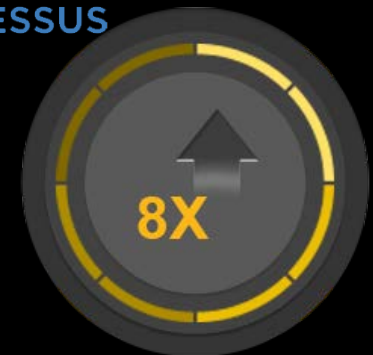
**Riyaz Adamjee |**

**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**

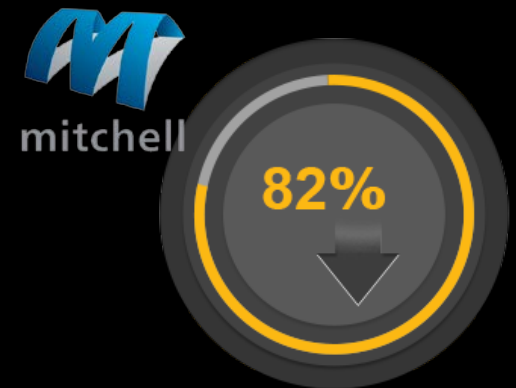


Reduced Project Time

*“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.”*



Reduced Project Time

Don Rasky | **Senior Technical Writer**

# LAST THOUGHTS



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# AUDIENCE ARCHITECTURE FLOW

**IT ALL COMES DOWN TO**

**RETURN  
ON  
INVESTMENT**



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**ROI IS:**

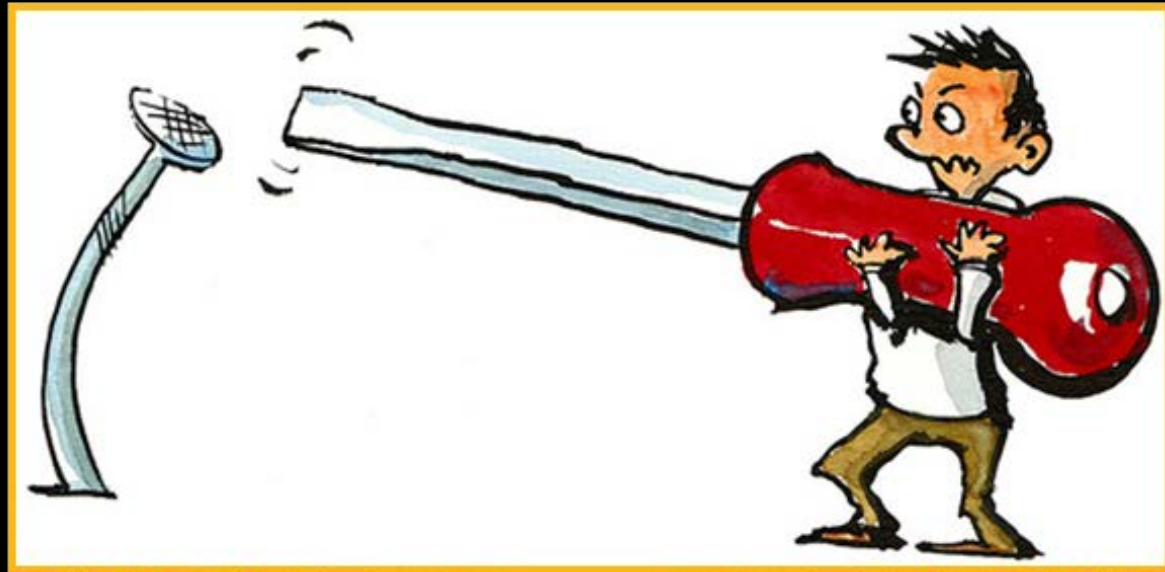
**HOW SMART COMPANIES  
EFFECTIVELY MEASURE  
CONTENT STRATEGY**

# 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



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# QUESTIONS?



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# THANK YOU!

COME SEE US AT THE MADCAP SOFTWARE BOOTH



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**@MadCapJose**

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**@MadCapDocTeam**