

AuthorIT

Single Source Content Management

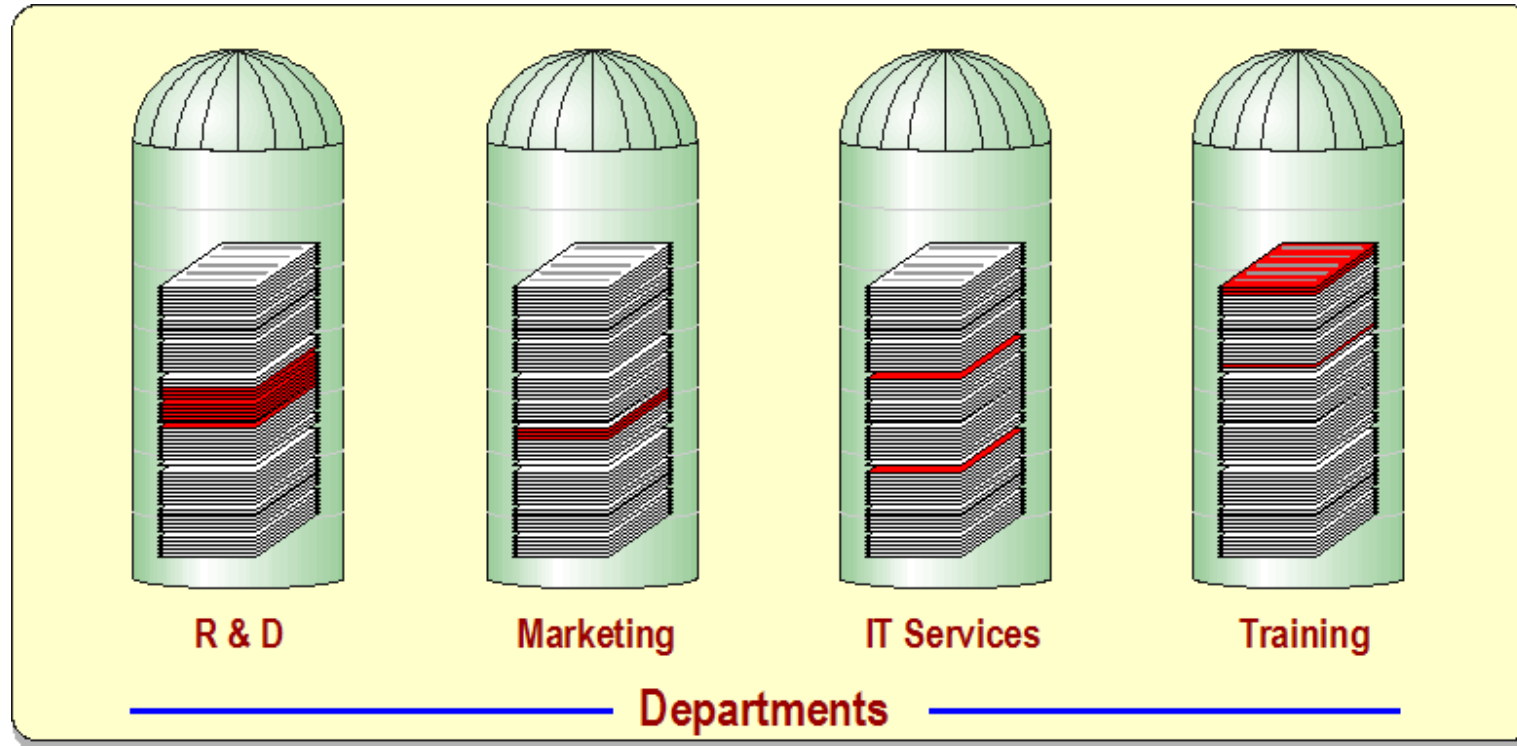
Presentation for ISTC Conference - There is a Better Way

Presenter : Robert Cowan

Integration - Who Needs It?

- Ø Competitiveness - efficiencies
- Ø Re-purposing and reuse of content
- Ø Collaboration
- Ø Time to market
- Ø Consistency
- Ø Knowledge sharing
- Ø Security & data integrity
- Ø Easing of work processes

Information Silos - Ring-fenced Content



AuthorIT's Integration of Departments

- Ø R&D / Development - technical documentation
- Ø HR, Policy & Procedures, Legal
- Ø Product Management - product scoping, datasheets, presentations, project planning
- Ø Support Services - FAQs, knowledge base
- Ø IT Services - internal resources, procedures and guides, web
- Ø Training - internal and external; hand-outs & presentations
- Ø Marketing - web, print, presentations, internal resources
- Ø Sales - tender documents, proposals

AuthorIT Integration - Processes & Tools

- Ø Importing - legacy content from various media
- Ø Authoring - needed across enterprise; collaboration
- Ø Graphics - storage, standardisation, retrieval
- Ø Reviewing - collaboration, status tracking

AuthorIT Integration - Processes & Tools

- Ø Publishing - print, web, Help, presentations
- Ø Project Managing - workflow of content creation and management
- Ø Localisation Management - workflow of new and updated content
- Ø Content Management - storage, searching, retrieval, web
- Ø Security - permissions-based user securities

What is AuthorIT?

Single-source documentation, content management and publishing system

Ø Create single-source content

§ write it once, maintain it in one place

§ use it in many documents without duplication

Ø Publish to multiple outputs - print, web, help, XML, presentations

§ no technical knowledge of these formats is required

§ no editing is needed after publishing

Ø Manage content

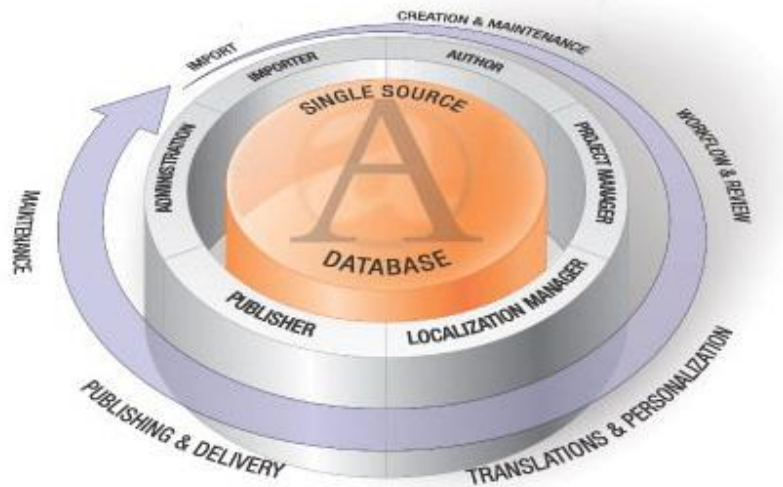
§ organise your content exactly how you want it

§ control exactly who can do what with any item of content

§ easily find out where content is and what it is being used for

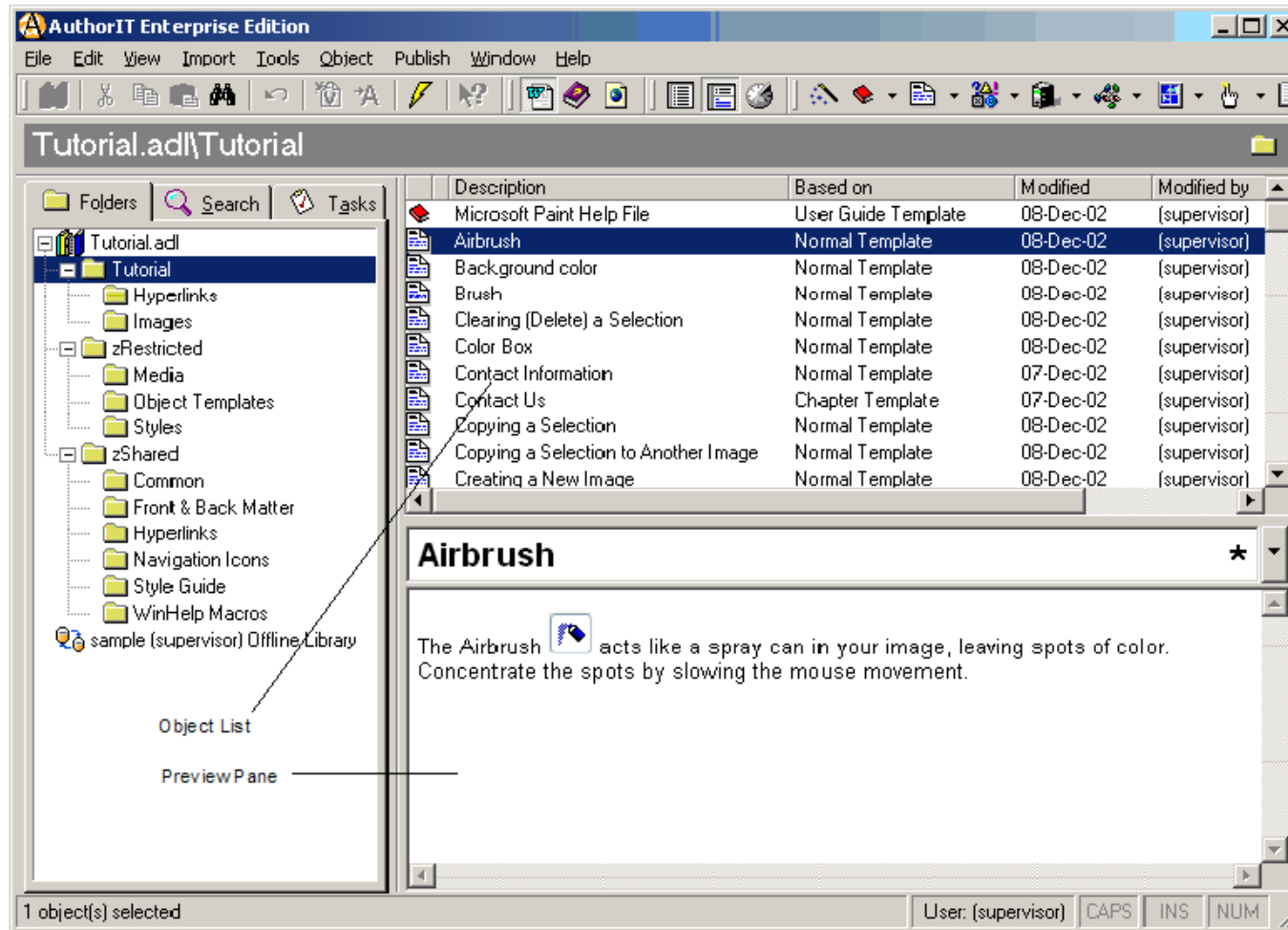
What does it comprise?

Complete application suite

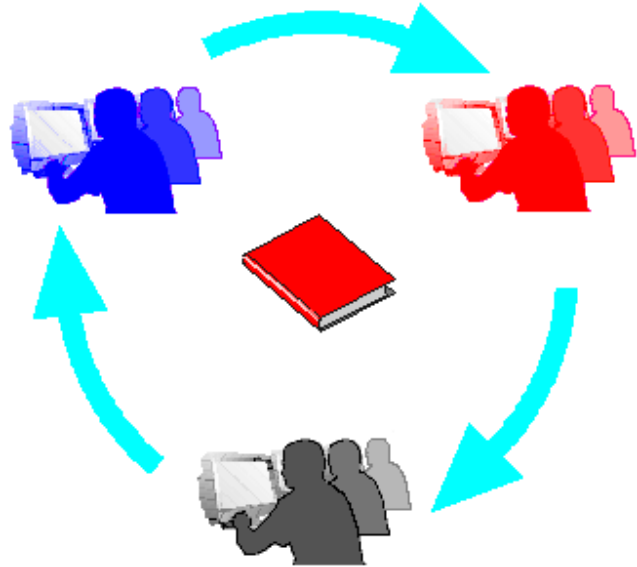


- § Importer
- § Authoring environment
- § Publisher
- § Administrator
- § Project Manager
- § Localization Manager
- § Website Manager
- § Integration Server

Enterprise-wide CMS



Distributed Architecture for Collaboration



∅ Collaboration at document level

- § Simultaneous authoring and reviewing
- § Dynamic locking at the component level

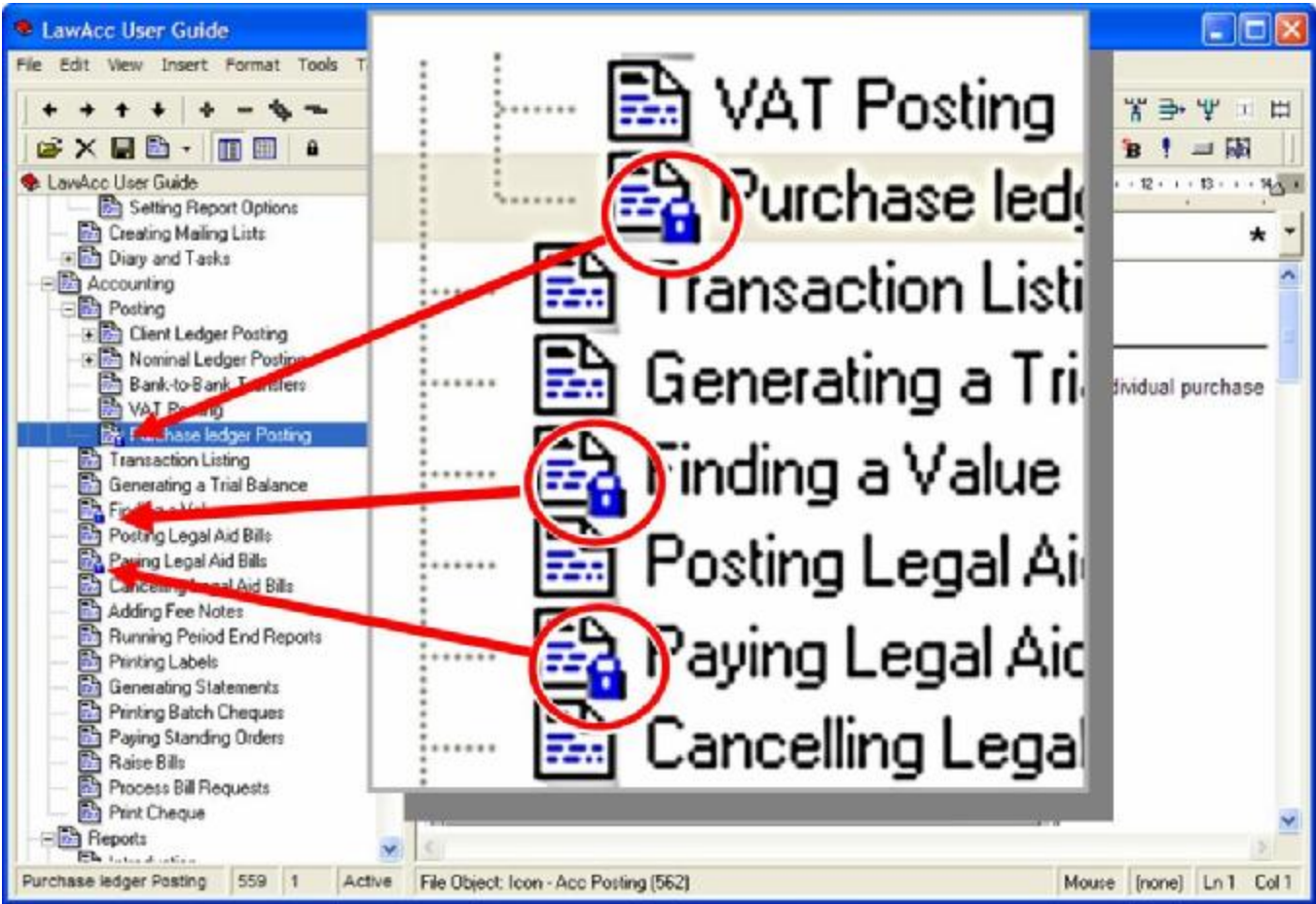
∅ Workflow Management

- § Release States
- § Project Manager

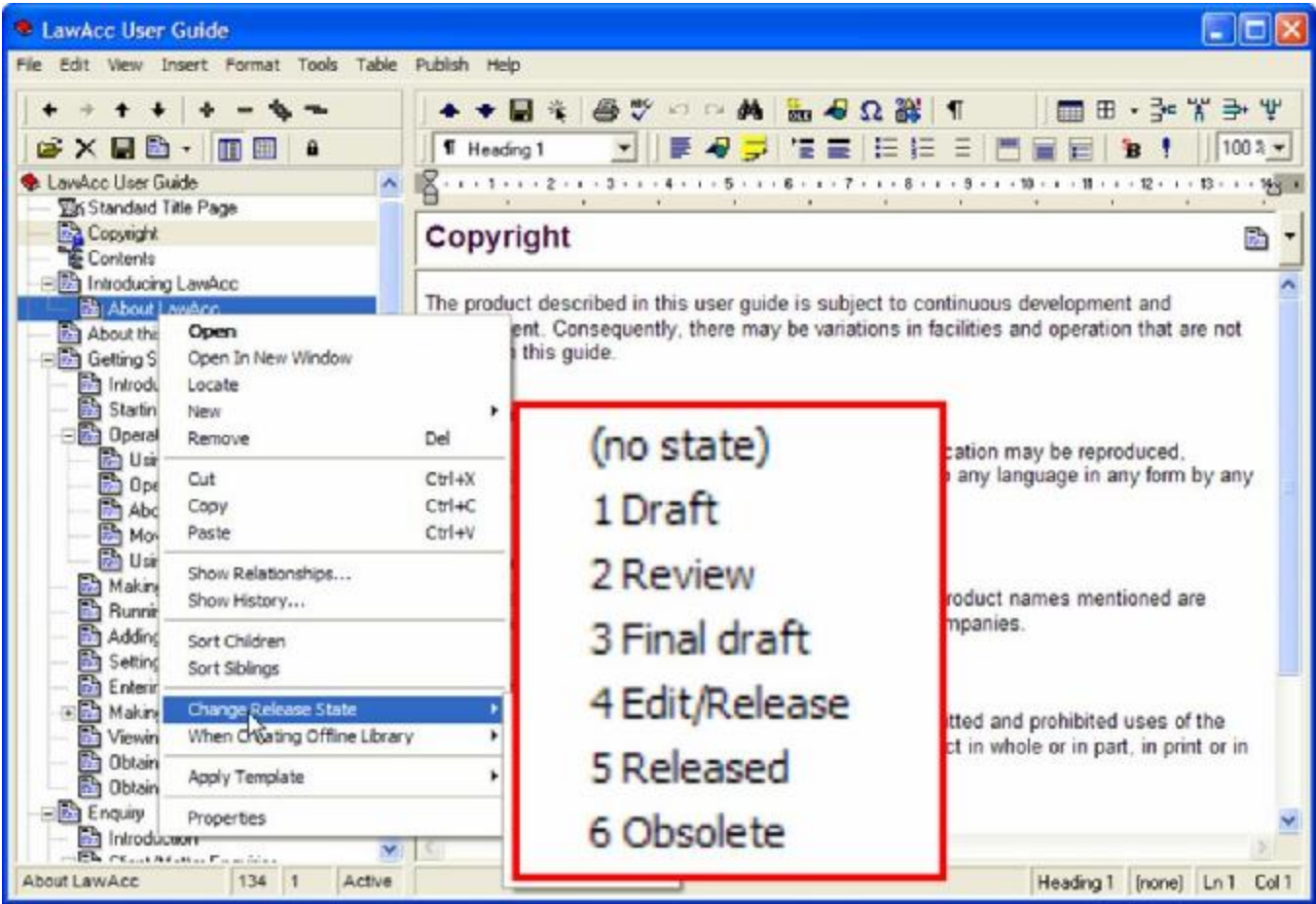
∅ Connectivity

- § Citrix, Windows Terminal Services, Offline Authoring Module, Web Services

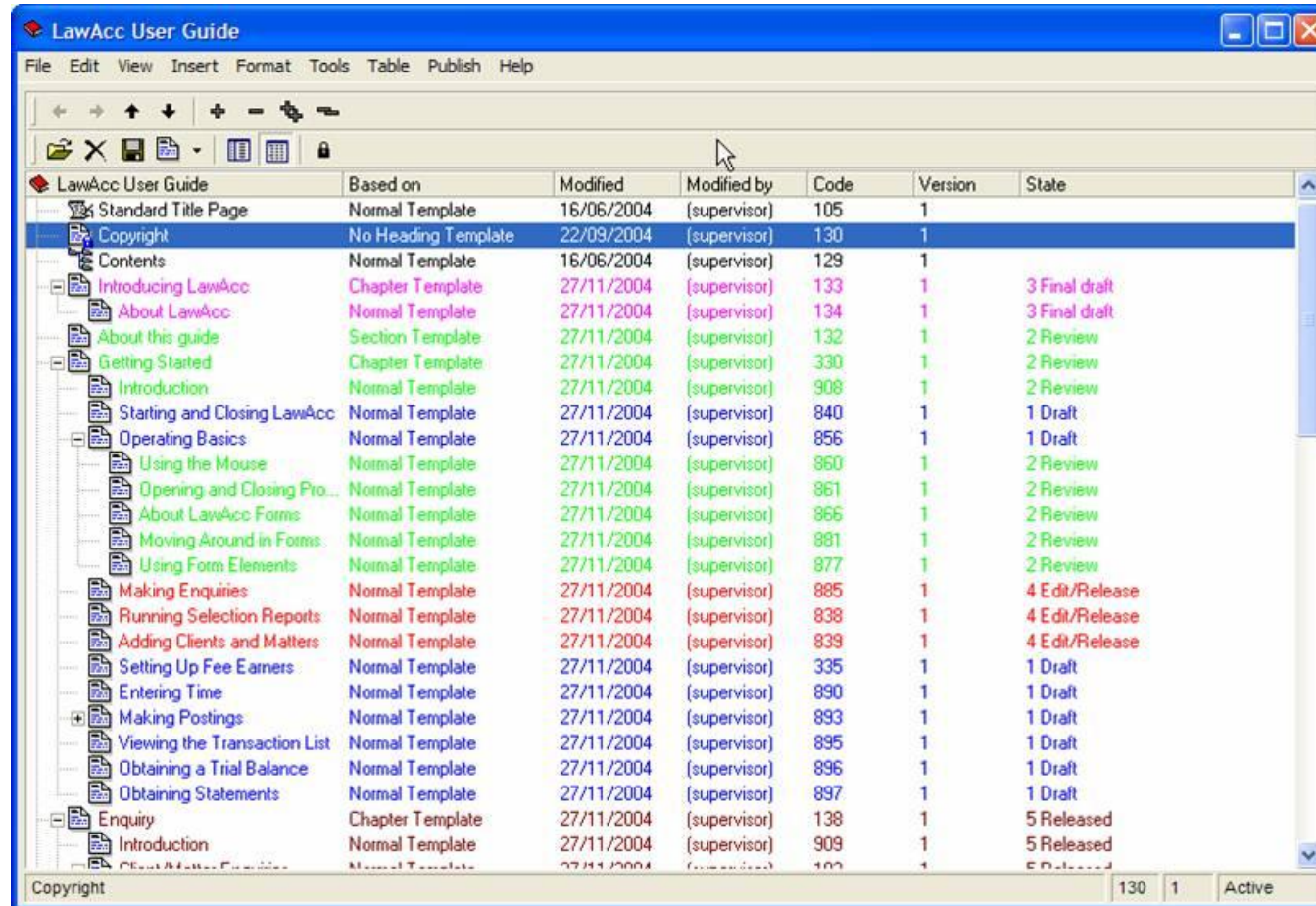
Dynamic, Real-time Collaboration



Release States - Workflow Management



Release States - Workflow Management



The screenshot shows the 'LawAcc User Guide' application window. The main area contains a table with columns: 'Based on', 'Modified', 'Modified by', 'Code', 'Version', and 'State'. The table lists various document sections and their current workflow states. A tree view on the left side of the window shows the hierarchical structure of the user guide, with 'Copyright' selected.

| | Based on | Modified | Modified by | Code | Version | State |
|------------------------------|---------------------|------------|--------------|------|---------|----------------|
| Standard Title Page | Normal Template | 16/06/2004 | (supervisor) | 105 | 1 | |
| Copyright | No Heading Template | 22/09/2004 | (supervisor) | 130 | 1 | |
| Contents | Normal Template | 16/06/2004 | (supervisor) | 129 | 1 | |
| Introducing LawAcc | Chapter Template | 27/11/2004 | (supervisor) | 133 | 1 | 3 Final draft |
| About LawAcc | Normal Template | 27/11/2004 | (supervisor) | 134 | 1 | 3 Final draft |
| About this guide | Section Template | 27/11/2004 | (supervisor) | 132 | 1 | 2 Review |
| Getting Started | Chapter Template | 27/11/2004 | (supervisor) | 330 | 1 | 2 Review |
| Introduction | Normal Template | 27/11/2004 | (supervisor) | 908 | 1 | 2 Review |
| Starting and Closing LawAcc | Normal Template | 27/11/2004 | (supervisor) | 840 | 1 | 1 Draft |
| Operating Basics | Normal Template | 27/11/2004 | (supervisor) | 856 | 1 | 1 Draft |
| Using the Mouse | Normal Template | 27/11/2004 | (supervisor) | 860 | 1 | 2 Review |
| Opening and Closing Pro... | Normal Template | 27/11/2004 | (supervisor) | 861 | 1 | 2 Review |
| About LawAcc Forms | Normal Template | 27/11/2004 | (supervisor) | 866 | 1 | 2 Review |
| Moving Around in Forms | Normal Template | 27/11/2004 | (supervisor) | 881 | 1 | 2 Review |
| Using Form Elements | Normal Template | 27/11/2004 | (supervisor) | 877 | 1 | 2 Review |
| Making Enquiries | Normal Template | 27/11/2004 | (supervisor) | 885 | 1 | 4 Edit/Release |
| Running Selection Reports | Normal Template | 27/11/2004 | (supervisor) | 838 | 1 | 4 Edit/Release |
| Adding Clients and Matters | Normal Template | 27/11/2004 | (supervisor) | 839 | 1 | 4 Edit/Release |
| Setting Up Fee Earners | Normal Template | 27/11/2004 | (supervisor) | 335 | 1 | 1 Draft |
| Entering Time | Normal Template | 27/11/2004 | (supervisor) | 890 | 1 | 1 Draft |
| Making Postings | Normal Template | 27/11/2004 | (supervisor) | 893 | 1 | 1 Draft |
| Viewing the Transaction List | Normal Template | 27/11/2004 | (supervisor) | 895 | 1 | 1 Draft |
| Obtaining a Trial Balance | Normal Template | 27/11/2004 | (supervisor) | 896 | 1 | 1 Draft |
| Obtaining Statements | Normal Template | 27/11/2004 | (supervisor) | 897 | 1 | 1 Draft |
| Enquiry | Chapter Template | 27/11/2004 | (supervisor) | 138 | 1 | 5 Released |
| Introduction | Normal Template | 27/11/2004 | (supervisor) | 909 | 1 | 5 Released |

Copyright | 130 | 1 | Active

Website Manager

- Ø Web CMS - extension of content creation workflow
- Ø Removal of manual layout and formatting of web content
- Ø Content separated from format, layout and function
- Ø Reduction of translation costs
- Ø Unique visitor 'experiences' for language & browser settings
- Ø Automatic configurations for device type

Integration Server - Further Integration?

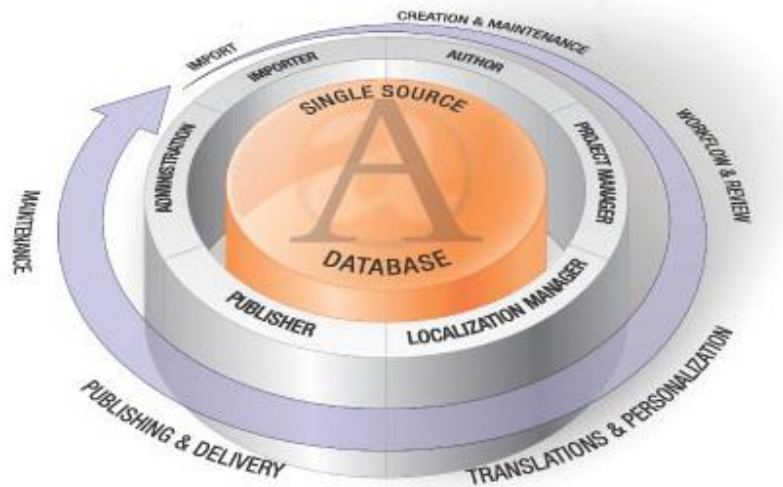
- ∅ People located remotely
- ∅ Other applications
- ∅ Other databases

Integration Server - What is it?

- Ø Additional software module
- Ø Web services connectivity for AuthorIT
 - § Other databases
 - § Other applications

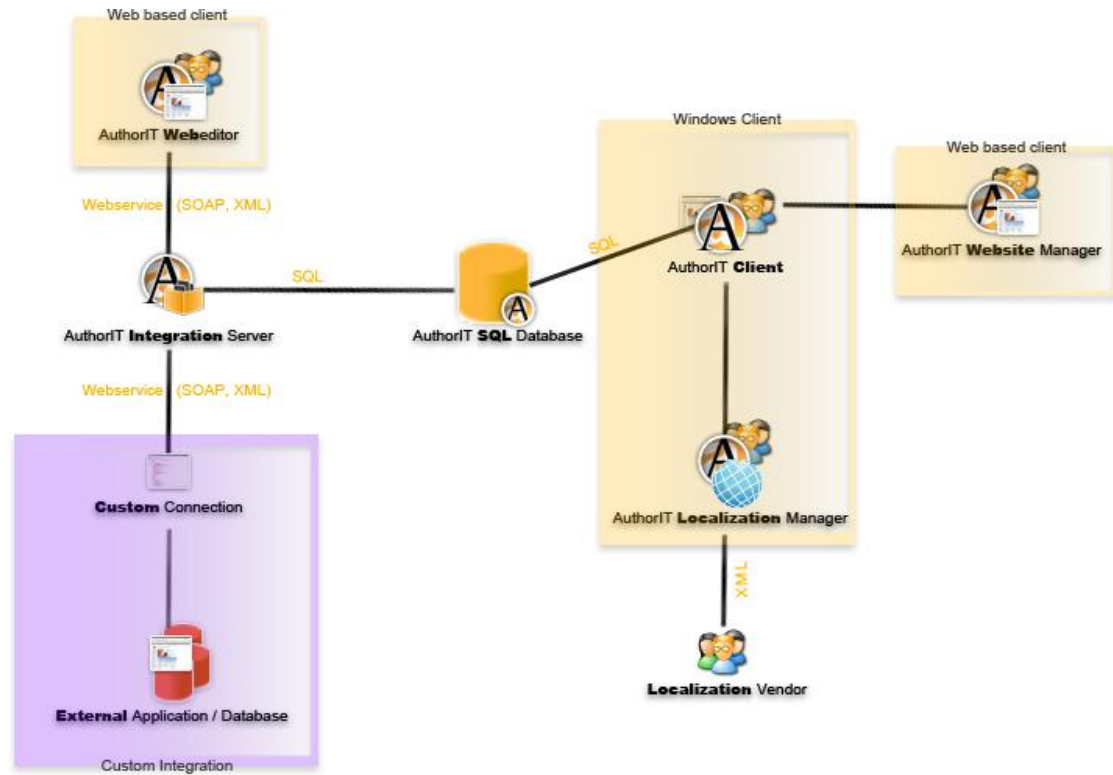
AuthorIT Integrated Solution

Complete application suite



- § Importer
- § Authoring environment
- § Publisher
- § Administrator
- § Project Manager
- § Localization Manager
- § Website Manager
- § Integration Server

Integrated Architecture of AuthorIT



Why is it different?

- ∅ Compared to file-based systems - Word, FrameMaker, RoboHelp and others
- ∅ Compared to XML-based systems

How is it different to File-based Systems?

Component-based

- Ø AuthorIT uses a relational database - referred to as a library
- Ø Content stored as small components with reuse across the enterprise
 - § Component update affects changes across all related documents
 - § Consistency - enterprise-wide standards
- Ø Authors focus on writing rather than formatting
 - § content is separated from formatting
 - § pre-assigned templates and styles
 - § enormous time savings - typically 40-50%
- Ø True collaborative authoring and reviewing environment
 - § simultaneous multi-user access to the same document

AuthorIT and XML systems

AuthorIT supports XML without the complications of self-build XML systems

- Ø XML publishing output as standard, with ready-built schema
- Ø Easy customisation while maintaining compatibility between users
- Ø Single application suite
 - § no external tools
 - § no complex integration
 - § no upgrade problems
 - § open and fully documented XML schema
 - § single point of contact for support
- Ø Deploy in days rather than months - or years
- Ø Comparatively low total cost of ownership

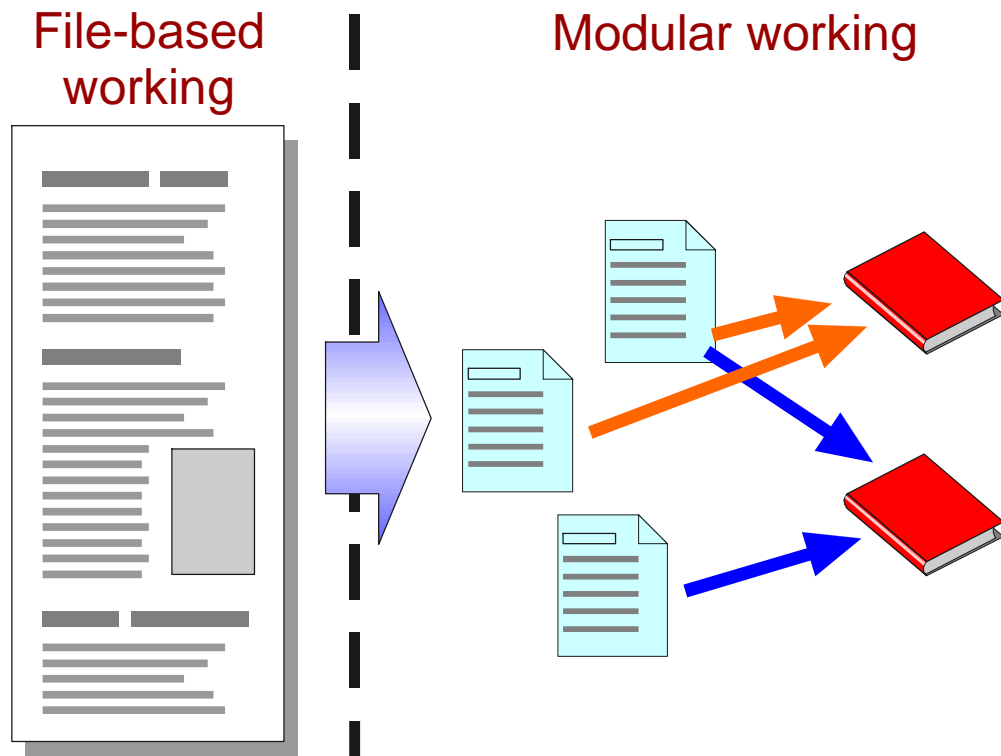
Migration of Existing Content

Protect your existing assets with AuthorIT's advanced importing capabilities

- Ø Migrate all your existing content from a range of popular file types and formats
- Ø Easily tailor the import engine to understand your document styles and structure
- Ø Automatically translate existing formatting into AuthorIT styles
- Ø Bulk import your existing documents with our high performance batch processing capabilities
- Ø Automatically segment your documents into reusable single-source components

Importing with AuthorIT

Automatic file-to-component conversion



Powerful authoring environment

- ∅ Authoring environment free from tags or code
- ∅ Familiar operating conventions
- ∅ No complex formatting
- ∅ Simple drag-and-drop for content reuse and hyperlinking
- ∅ Easy to learn - low training overhead

Controlled authoring environment

- Ø Extensive use of controlled templates - time and consistency
- Ø Enforces use of formatting styles - ensures consistent standards
- Ø Default templates and styles supplied, as well as user-defined
- Ø Full edit history
- Ø Uneditable audit trail - great for:
 - § compliance
 - § regulatory documents
 - § legal documents

Comprehensive Content Management

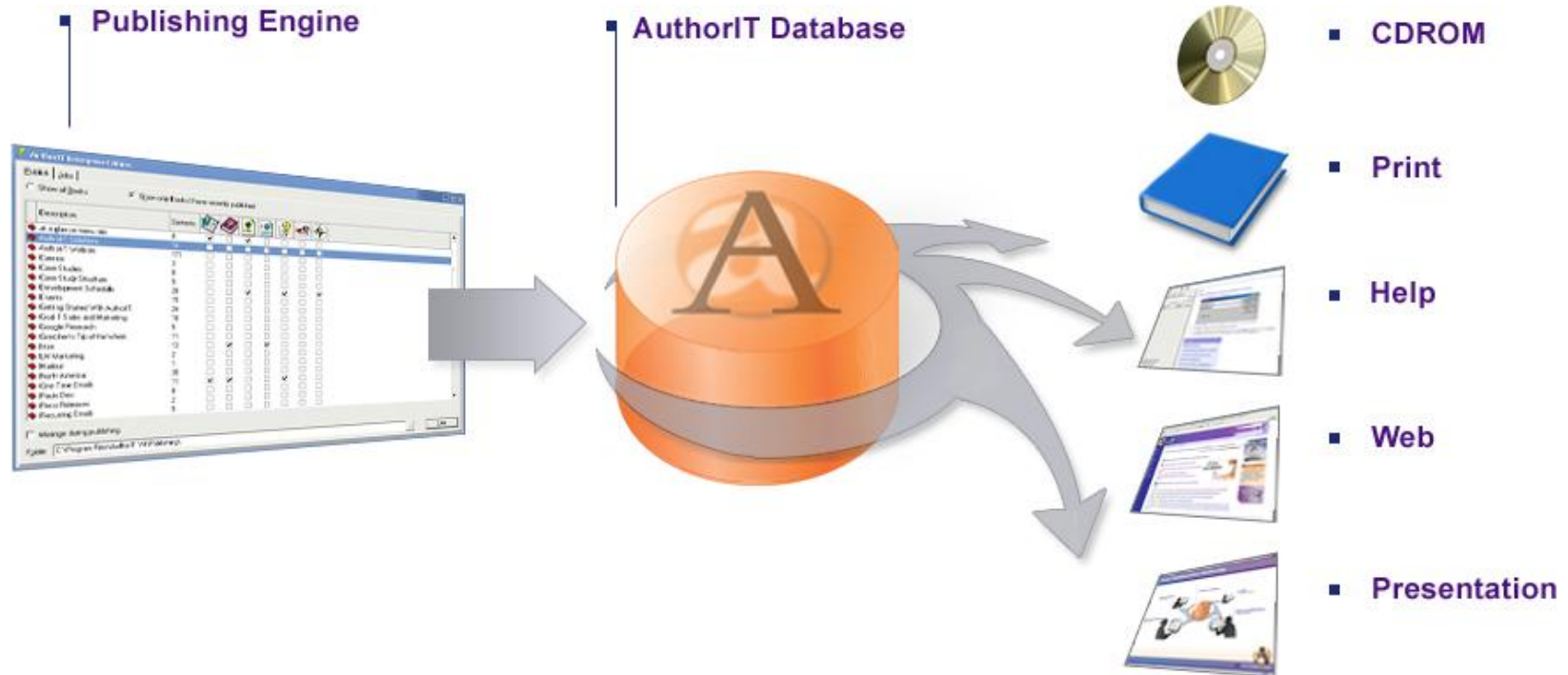
- Ø **Powerful search facilities** - AuthorIT includes integrated full-text, component-based, and metadata searches
- Ø **Content integrity** - AuthorIT automatically tracks and enforces relationships between content components ensuring data integrity
- Ø **User and group security** - AuthorIT combines security settings at a folder and release state level allowing you to create highly effective and advanced security settings

Single Source Publishing

Increase the value of your content - write once, publish to many different media

- Ø Clean, new files are created dynamically from all the content elements
- Ø Protect authors and contributors from the underlying technologies of each format
- Ø AuthorIT future-proofs your documentation by supporting new formats

Publishing with AuthorIT



Outputs

- Ø XML and DITA

- Ø Print (Word, RTF, or PDF)

- Ø Help

 - § Web Help

 - § WinHelp

 - § Microsoft HTML Help

 - § Sun JavaHelp, Oracle Help for Java

- Ø Web

 - § HTML 4.01 + CSS (W3C Validated)

 - § XHTML 1.0 + CSS (W3C Validated)

- Ø Presentation Slide Shows (including handouts)

Translation Management

Leverage the substantial savings of Single Source Reuse through the entire localization and translation process

- Ø Localization Manager supports in-house or agency translation
- Ø Virtually eliminates management time overhead
- Ø Reuse content multiple times, translate only once
- Ø Only send new or revised content not translated, e.g. updates
- Ø No post-translation DTP required
- Ø Some typical cost savings:
 - § 30% reduction in word count for new content, 80+% on updates
 - § 40% reduction in review time
 - § 100% reduction of DTP costs

Why Choose AuthorIT?

- Ø **Efficiencies** - authoring time, consistency and flexibility
- Ø **Complete** - AuthorIT requires no third-party editors or other tools
- Ø **Integrated** - complete enterprise-wide solution
- Ø **Proven** - AuthorIT is implemented in thousands of sites in over 50 countries
- Ø **Dependable** - AuthorIT is built on reliable, scalable, open technologies, like XML, .NET, and relational databases
- Ø **Achievable** - AuthorIT ships enterprise ready - install and be running in minutes

Low Risk

- Ø **Affordable** - AuthorIT brings single source content management within the reach of organizations of all sizes
- Ø **Scaleable** - all the way from a single licence to a multi-national enterprise system with no penalties
- Ø **Low cost**
 - § Low capital cost
 - § Low implementation cost
 - § Staged investment
 - § No lock-in by proprietary formats

AuthorIT - 10 Years!

- Ø Nearing v5 release with .NET framework
- Ø Appropriate for single authors to global deployments
- Ø Thousands of clients in over 50 countries
- Ø Always profitable - organic growth
- Ø Privately owned

Expanding capability

Development this year include:

- Ø RoboHelp import filter - released
- Ø Website Manager - released
- Ø Migration to .NET framework - V5 beta testing; scheduled Q4
- Ø Web Editor - web services application; scheduled Q4
- Ø Web Integration Server - web services connectivity; scheduled Q4

Contact details

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