



***Content Mapper™ lets your writers easily create, edit, manage, and publish structured content from Microsoft® Word***

***Realize all of the benefits of structured writing and an XML architecture to achieve standards-based authoring, single source publishing, information reuse, multi-channel publishing, and enterprise content management—for less time and money than you ever thought possible.***

***Your authors will adopt structured writing. They will appreciate Content Mapper's power and ease of use. Your technical staff will save time and money. Your executives and CFO will love the ROI they get from rapid implementation of Content Mapper with an enterprise XML architecture.***

### ***Some Key Benefits***

- *Adopt or modernize structured writing*
- *Reuse content at many levels*
- *Write content once and publish it to PDF, HTML, Mobile, EPub, Docx, and XML*
- *Implement shared repositories with control, workflow, metadata, and modern publishing*
- *Expand translation and lower costs*
- *Move DITA to the enterprise*
- *Complement technical XML editors*
- *Improve policies and procedures, marketing materials, and more.*

***And hide the XML and enabling technology from enterprise authors.***

### **Content Mapper™ Software**

*Content Mapper™ is an easy to use authoring tool that allows writers to generate reusable content from Microsoft® Word. It takes care of all of the technical complexities “behind the scenes” so that all your authors need to think about is doing their jobs and creating great content.*

### **Creating Great Structured Content Training**

*This web-based, instructor-led training course will modernize your content creation with current technologies.*

### **Do You Need Help?**

***Simply XML's staff and partners will quickly and cost-effectively support your implementation effort at every step along the way.***

### **About Simply XML™**

Simply XML™ provides simple, easy to use solutions for adopting structured writing with an XML-based content architecture. Creating, managing, and publishing with Content Mapper™ minimizes costs and ensures efficiency across your organization. Our solutions are aimed at organizations whose enterprise authors need a better and easier way of creating and publishing content.

## Easy XML Authoring and Editing

Content Mapper's architecture allows authors to easily develop and insert XML-compliant components:

- document components
- metadata and attribute tags
- standard formatting options including bold, italic, underline, superscript, and subscript
- bulleted and numbered lists
- standard tables, with support for resizable columns, merged or split cells, and embedded tables
- pictures and clipart, including captions
- hyperlink references to content targets

## Easy Single Source Publishing and Reuse

Content Mapper's integration with Microsoft SharePoint or other XML-based Content Management Systems (CMS) makes it easy to reuse content and publish to multiple formats from a single source. Use Content Mapper's powerful wizard to publish beautifully-formatted custom output in Microsoft Word, XPS, or PDF formats. Write in Microsoft Word, save as XML, and re-open in Microsoft Word with Content Mapper's built-in round tripping.

## Easy Legacy Document Conversion

Simply XML can convert legacy Microsoft Word documents that have identifiable styles (such as headings and bulleted lists) into XML. Quality and ease of import are driven by the underlying structure of the imported document.

## Easy to Author with Simply DITA, Simply Structured, or Other Schemas

### With Simply DITA

Simply DITA™ is a system for enterprise authors to create DITA Content. The familiar Word Ribbon provides all the tools needed to create and edit DITA content.

### With Simply Structured

Simply Structured™ allows for a quick start up for all content creators. It is designed to create organized, hierarchal documents that can be shared and reused for different audiences, products, and purposes. The intuitive structure is easy to use and allows for customizable templates, metadata, reuse, and more. It helps modernize content created with Word Macros including FS Pro™ and DocuTools™.

## Creating Great Structured Content Training

In this 6-8 hour instructor-led, web-based course, your authors will learn:

1. Topic-based writing
2. Information Types
3. Principles Behind Great Content
4. Authoring for Reuse
5. Application of Metadata
6. Creating and Publishing Larger Documents
7. How to Manage Content

## Value

Content Mapper is changing the value proposition for the industry with a fantastic ROI for our customers.

### Next Steps

Content Mapper will help you to easily and rapidly deploy XML. To learn more, see a demo, and to start a free trial, please contact us at [hello@simplyxml.com](mailto:hello@simplyxml.com) or +1 (781) 801-9255.