

Simply XML Newsletter:
The Easter Bunny? Forget it!
Picking Petals Off of a Spring Daisy-- He/She loves me; He/She loves
me not!
Simply XML Tips and Tricks!



March 2017

Simply XML March 2017 Newsletter

This is the Simply XML Newsletter written by Doug Gorman, CEO of Simply XML, often under the counsel of his canine colleague, Frank. We hope you enjoy these newsletters, but if you want to opt out, please unsubscribe at the bottom of the page. We would love to hear your comments. Email us at hello@simplyxml.com.



The Easter Bunny? Forget it!

Legal Disclaimer

The highly esteemed legal and compliance staff at Simply XML has informed me that, given increased international sensitivities and the need for globally inclusive policies, no employee is permitted to talk about **religion, gender issues, or politics**.

Therefore, in this Simply XML Newsletter, I am NOT going to discuss the following:

I am not going to discuss

- the fact that enterprise content needs a makeover before it can be **“resurrected”** for control, reuse, and flexible publishing at the enterprise level
- the realization that to **“Make Content Great Again”** organizations need to adopt a simple, realistic, and implementable authoring standard with the XML hidden behind the scenes
- the observation that the proper use of metadata will help with **“Content Identity Issues”** so that organizations can save money by improving their brand identity while saving money
- the analogy that no one in the enterprise really needs to know about or understand the true complexity of DITA in the scheme of **“Sausage-Making”** that leads to effective content governance
- the fact that Legacy Content from every country in the World can be imported and transformed to XML under a mandatory **“global content immigration and naturalization initiative”**
- how audience focus, structured writing, shared repositories, metadata, work flow, and multi-channel publishing will break down the **“Wall of Words”**
- the **“Easter Bunny”** and how the DITA Technical people need to bring chocolate treats to the desks of every enterprise author and information consumer in the Content Supply Chain

Frank to Doug: What ARE you going to talk about?

At the CIDM DITA Conference, April 23-25 in San Diego I’m going to talk about **Driving From the Front of the Freight Train to Get the Benefits of XML and DITA for the Enterprise.** <https://cm-strategies.com/2017-cms-conference/day1-agenda/gorman-hanna/>

At the STC Summit May 7-10 in National Harbor (DC) we will be talking about how easy and cost-effective it is to move to the next level of structured authoring technology with shared repositories, metadata, work flow, and flexible publishing. For many who use and love Information Mapping's Methodology we will demonstrate our authoring tool with the Simply Structured document type.

At the Lavacon Conference May 22-24 in Dublin, Ireland I’m going to talk about **The Montagues and the Capulets: How Technical Staff and Enterprise Authors Can Find True Love (Without Death)** <https://lavacon.org/2017/dublin/>

When the IT Technical Staff tells your boss that it wants to implement DITA across the enterprise and that all enterprise authors are going to need to work with a traditional XML editor and learn the nuances of every DITA element, he should say to them, **“You are Fired!”**

Finally:

Finally, Frank, I am going to wish everyone a happy April 16, 2017. Here is a

Picking Petals Off of a Daisy: She loves me, She loves me not!

By Doug Gorman



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Spring is Here in the Northeast

And in the spring of 1835 Alfred Lord Tennyson wrote that “in the spring a young man’s thoughts turn to love.” With imperfect communication in relationships, the intelligent person picks the petals off a Daisy to get an accurate reading on the nature of relationship. It is in this context that I’m going to save a daisy and get right to the point.

I’m going to help you understand whether he/she loves Content Mapper, or not.

| | |
|-------------------------------------|---|
| He/She Loves Us Because: | He/She Loves Us NOT Because: |
|-------------------------------------|---|

| | |
|--|---|
| You have enterprise authors who contribute content to a broader function. For example, there are marketing staff, trainers, SME's, engineers and technical staff that could benefit from each other's content. | You want to implement a complex XML structure where authors need to understand the element names, proper use, coding, nuances and complexities of 30 or more XML elements and structures. |
| You want to get control of MS Word-based content and non-technical authors with business goals that do not require technical expertise. | Your non-technical departments are unwilling to adopt any kind of structured authoring methodology. |
| You are willing to implement a cross-functional initiative that meets the needs of both technical and non-technical staff across the enterprise. | Your authors are totally comfortable with a complicated XML editor where the content seems sandwiched between XML gobbledygook. |
| Your enterprise is committed to an XML architecture, but your authors are focused on improved understanding for information consumers. | Your enterprise authors do not use Microsoft Word in a Windows Operating Environment on a PC or Mac. |
| Your customers are demanding just enough, just in time information on their device of choice in their local language. | Your staff is bored with its authoring and wants to adopt a complex system because they think that DITA is "really cool." |
| You want your customers to receive a hugely increasing volume of content in their native languages. | There is no high-level management commitment to and enterprise solution for functions that use MS Word. |
| Your marketing staff, trainers, SMEs, engineers and technical staff could save money and improve performance by using each other's content. | The only project managers you can engage are technical with limited understanding of how enterprise content is created and used. |

Simply Tips and Tricks

All of our newsletters provide quick tips and tricks to help you simplify the XML world and beyond. Our tip for March might be funny to you but it won't be clear or funny to everyone.

In Life:

A linguistics professor says during a lecture that, "In English, a double



negative forms a positive. But in some languages, such as Russian, a double negative is still a negative. However, in no language in the world can a double positive form a negative." But then a voice from the back of the room piped up, "Yeah, right."

IN XML:

While you might think your writing is clear, and perhaps accurate and engaging, consider your audience broadly and provide an appropriate level of complexity. Keep it Simple, Smart-Person.



There's a reason we call it **Simply XML.**

Simply XML provides simple, easy to use solutions for creating and publishing XML content. Creating, managing, and publishing content with our XML editor, Content Mapper, minimizes costs and ensures efficiency across your organization. Learn more at www.simplyxml.com.

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