



Enabling Single Source Content Management

Presenter: Paul Trotter

- AuthorIT history
- AuthorIT Localization Manager
- Case study
- Benefits and ROI
- Implementation and Pricing



About AuthorIT



Company Overview

- Founded in 1996
- First product released in 1997
- Focused on research and development of one product suite
- Network of business partners provide selling, consulting, implementation, training, support and other services
- Marketing into the USA and Europe since 1999
- Initially marketed to technical writers and online Help developers
- Now AuthorIT provides an end-to-end solution for creating, managing, and publishing content across the whole enterprise
- Company has expanded every year, with revenue growth YTD of over 70%



Clients in over 50 Countries

Insurance	Media	Consulting and Services
<ul style="list-style-type: none"> ■ Humana ■ Australian Unity ■ Global Educational Marketing Corp ■ Zurich North America 	<ul style="list-style-type: none"> ■ Clear Channel ■ Cox Communications ■ The Washington Post ■ WEKA Verlag AG ■ Carlton Communications PLC. 	<ul style="list-style-type: none"> ■ Atos Origin Nederland BV ■ Cap Gemini Ernst & Young ■ entory AG ■ Spherion ■ Triniti Corporation ■ Bid Management International Pty
Technology	Telecommunications	Utility
<ul style="list-style-type: none"> ■ Unisys Corporation ■ Cisco Systems, Inc ■ Fujitsu Services ■ Hewlett Packard ■ Honeywell ■ Intel Corporation FIS ■ Jade ■ JDS Uniphase ■ Spacelabs Intesys 	<ul style="list-style-type: none"> ■ Compuware Corporation ■ Lucent Technologies ■ Motorola ■ Nortel Networks ■ Avaya ■ BSC de Panama, S.A. (BellSouth) ■ ADC Israel ■ Norwood Systems ■ Agilent Technologies ■ Intecom - EADS 	<ul style="list-style-type: none"> ■ Illinois Power ■ National Grid, USA Service Company, Inc. ■ Metropolitan Fire Brigade
Software	Software	
<ul style="list-style-type: none"> ■ AIT Ltd ■ Beta Systems Software AG ■ Capita Business Services Ltd ■ Alltel ■ Computer Associates 	<ul style="list-style-type: none"> ■ Peace Software ■ Percussion Software ■ Peregrine Systems Ottawa ■ Pilgrim Software, Inc ■ PumaTech 	<p>For information on how AuthorIT has helped manage our customers' business-critical content, contact us on sales@author-it.com.</p>

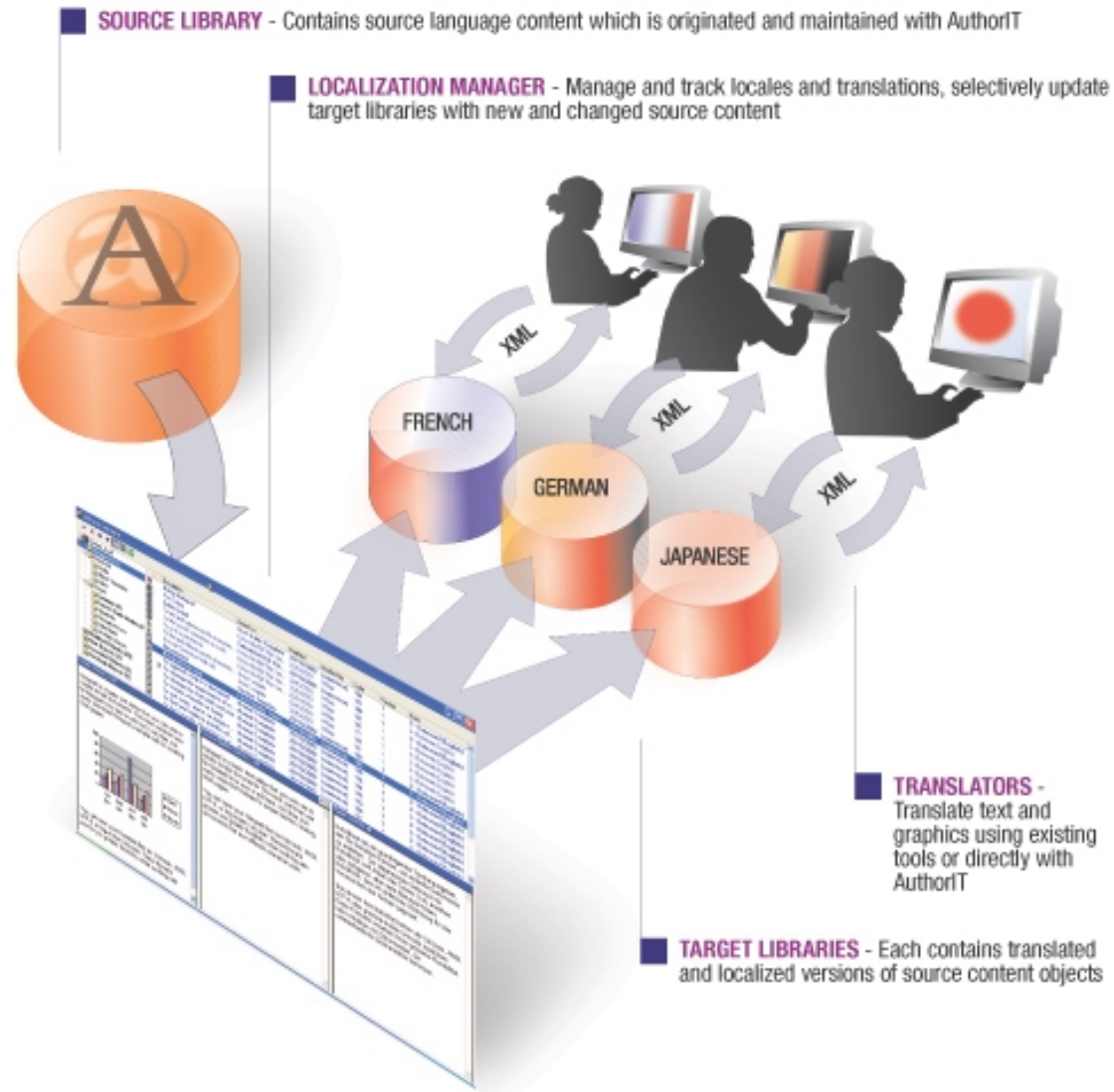


AuthorIT Localization Manager

- Created to reduce cost and time of localization
- Makes localization affordable to more organizations
- Role is to help manage the process, not to do the translation
- Designed to take advantage of single-source content
- Savings can only be realized because of the unique way AuthorIT stores and manages content
- Integrates seamlessly into current localization processes and with current translation memory tools

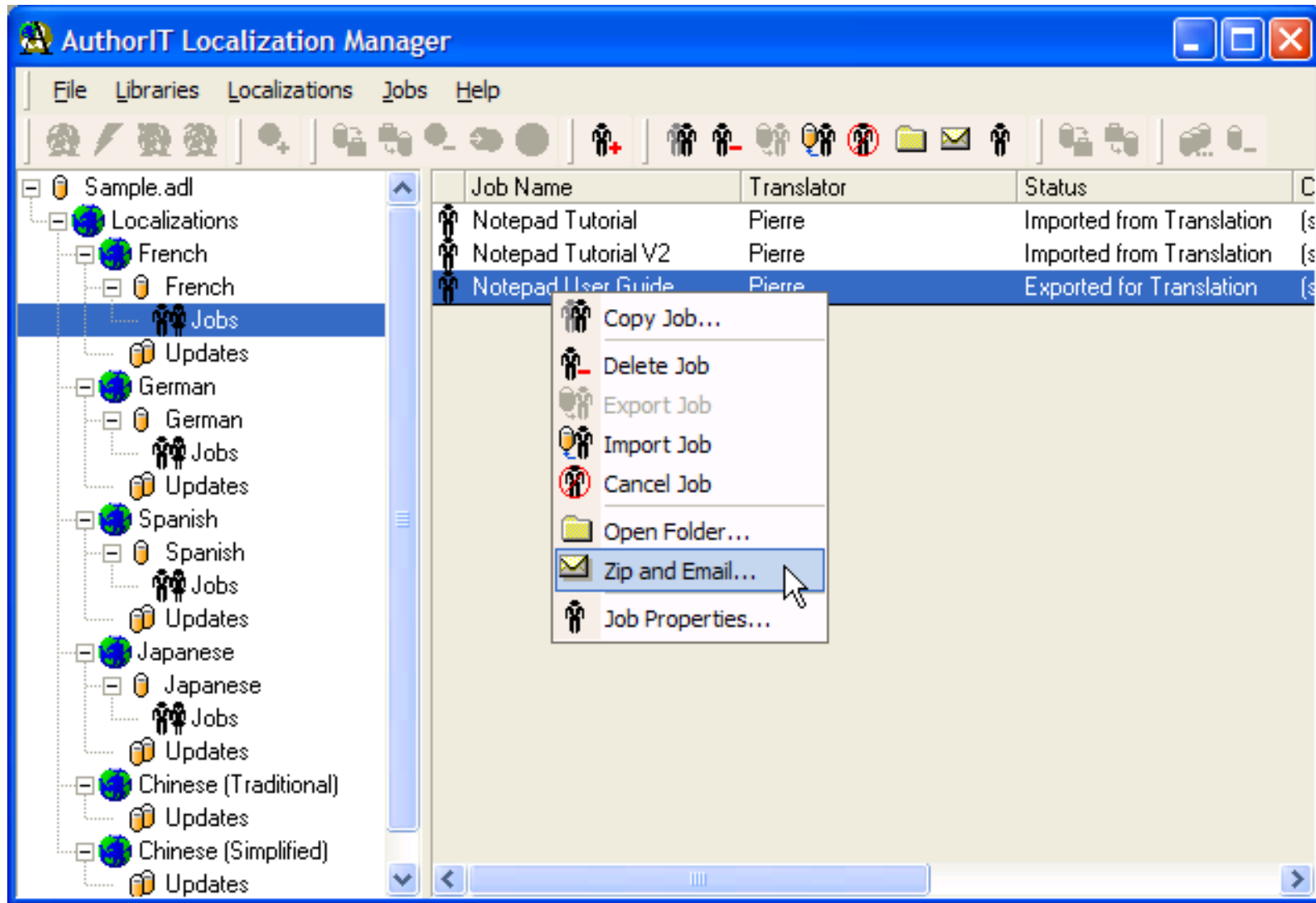
- Provides a standard way to describe content regardless of how it is delivered
- XML is very portable and easily transmitted
- Enables compatibility with existing translation memory tools
- Creates a cleaner translation memory as formatting is not part of the XML
- Can be easily validated to ensure the translation process has not broken or changed the document structure

How does it work?



- Content is created and maintained in the AuthorIT **source** library
- Locales are created to represent each **target** language
- Rules determine what content is included in each target library
- Translation Jobs organize and track content sent for translation, such as a chapter or document
- Translation Jobs are exported as XML, which only includes translatable content – and an accurate word count
- XML is translated externally with any XML compatible tool
- XML is validated then imported into the target library, overwriting the original content and marking it as translated
- Content can be published to print, Help, and Web formats

What does it look like?



```
<?xml version="1.0" encoding="UTF-16"?>
<?xml-stylesheet type="text/xsl" href="AuthorIT.xslt"?>
<AuthorIT version="4.1" xmlns="http://www.authorit.com/xml/authorit" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.authorit.com/xml/authorit AuthorIT.xsd">
  <Objects>
    <Book wordcount="4">
      <Object>
        <Description>User Guide Template</Description>
        <GUID>A2DA3CBED8A04B1E99B98E418D73B605</GUID>
        <ID>67</ID>
      </Object>
      <PrintByLine/>
      <PrintTitle/>
      <PrintSubTitle/>
      <PrintSuperTitle>User's Guide</PrintSuperTitle>
      <PrintVersion/>
      <HelpCitation/>
      <HelpCopyright/>
      <HelpTitle/>
      <WebByLine/>
      <WebSuperTitle>User's Guide</WebSuperTitle>
      <WebTitle/>
      <WebVersion/>
    </Book>
    <Book wordcount="8">
      <Object>
        <Description>Using Notepad</Description>
        <GUID>114C7FB19D3440E8894265E02C16A564</GUID>
        <ID>164</ID>
      </Object>
      <PrintByLine/>
      <PrintTitle>Using Notepad</PrintTitle>
      <PrintSubTitle/>
```

- Large US corporate, Fortune 100
- Training and eLearning for a world-wide SAP implementation
- 50 authors working to create content in AuthorIT
- Translating to several languages, starting with French
- Estimated 1.5 million word count
- Due to time constraints translation had to run parallel to source content creation
- **WH&P** provided all localization and translation services
- Most content in AuthorIT single-source database
- Finished content had to be delivered to print, Help, and Web outputs

- The result far exceeded our most optimistic expectations
- Total of **263** documents
- Actual Word counts:
 - Microsoft Word documents – **1,236,295**
 - AuthorIT XML – **846,019**
- Savings:
 - Word count reduction of – **390.276 (31.6%)**
 - Cost savings of - **66.000 Euro**
- Savings only reflect actual word count reductions and does not include the additional cost of translating for several deliverables
- Further saving could have been realized if more reuse occurred in the source library

- AuthorIT stores content in a relational database in strongly typed fields, not files or “blobs”
- AuthorIT has full understanding of all content - only content requiring translation is translated
- Content is stored at a very granular level, usually only a few paragraphs per content object
- AuthorIT is object-oriented and employs the concept of inheritance – inherited content is only translated once
- AuthorIT allows reuse of content at many levels – reused content is only translated once
- The source is translated, not the outputs which often contain many repetitions of headings and other content



Benefits and ROI

- Content reuse
 - eliminates duplication
 - reduce source content by 20-30%
- Control standards
 - doubles writer productivity
 - increases accuracy
 - manage Amadeus brand
- Reduce review cycles by only reviewing source content
- Single-sourcing publishing
 - Print, Help, and Web outputs for no additional effort
 - shield writers from technology and reduce training costs

- Localization of single-source
 - reduces translation costs by 30% for new and up to 60% on updated content
 - reduce time-to-market through more efficient management
 - reduced print layout and publishing costs
- Multi-user single-source repository for content
 - real-time collaboration between all contributors
 - easy to find any piece of content in the database
 - secure environment with complete audit trails
- End-to-End Solution
 - reduce training, support, and product cost
 - highly scaleable, so investment is protected



Implementation and Pricing

- import existing content
- single-source training
- roles definition
- product training
- product installation
- ongoing technical support and consulting

Authoring licenses

- Fixed
- Floating
- Offline
- Localization Manager
- Project Manager
- Support and Upgrade Protection



Questions ?