

# Simplifying Structured Authoring at Brocade

## Enabling content collaboration across the enterprise

September 13, 2016

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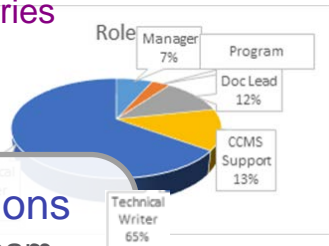
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Eva Knodt, Information Architect  
at Brocade Communication Systems, Inc.  
[eknodt@brocade.com](mailto:eknodt@brocade.com)

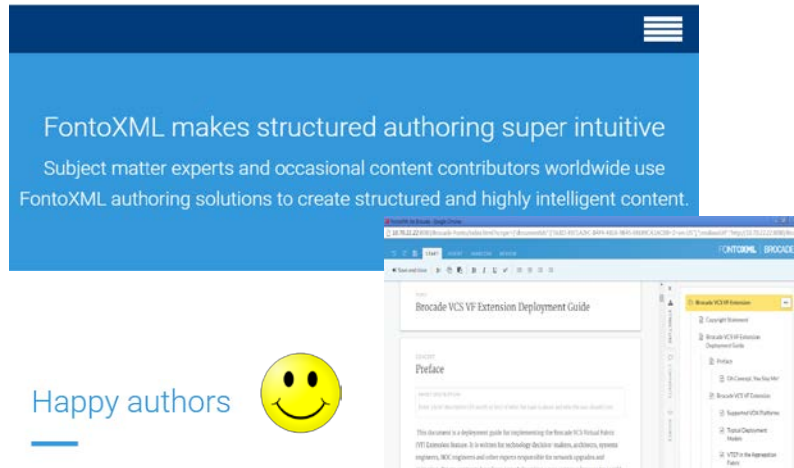
Jan Benedictus, Founder of FontoXML  
[jan.benedictus@liones.nl](mailto:jan.benedictus@liones.nl)

- Industry leader in hardware and software-based networking infrastructure solutions, Brocade provides scalable server virtualization and cloud strategies
- Founded in 1995, HQ in San Jose, CA
- 4,550 employees in 36 countries
- Customers in over 160 countries
- \$2+ billion in annual revenue
- NASDAQ: BRCD




## Technical Communications

- ~60 member distributed team
- Hosted SDL Knowledge Center 2014 with XMetaL 9 and World Server
- ~80,000 objects in the CCMS
- ~2,900 publications covering 67 products in 9 product areas
- 800-1,000 publications per year



FontoXML makes structured authoring super intuitive

Subject matter experts and occasional content contributors worldwide use FontoXML authoring solutions to create structured and highly intelligent content.

Happy authors 

FontoXML is used by thousands of subject matter experts and occasional contributors worldwide. Engineers, teachers, lawyers and marketers, they all work with FontoXML. Why? Because we make XML editing super intuitive.

- Founded in 2012
- Based in the Netherlands
- [www.fontoxml.com](http://www.fontoxml.com)

# An enterprise-wide content management solution

## Challenges

Corporate assets buried in content silos

Gap between the marketing and product content that covered design, deployment, and implementation

Inefficient workflows and outdated tools

Output lacks uniform style and branding

Legacy tools and processes a barrier to entry into the Brocade DITA/XML CCMS

## Outcome

Easy way for SMEs to access, revise, and review their content in the CCMS

Best Practices Program for SME-generated content under formal content management

SMEs can choose to continue authoring new content in MS-Word

More efficient standardized process and workflows

Consistent branding and style

## Solution

FontoXML - An intuitive, easy-to-use, web-based authoring interface to the CCMS

Drastically simplified content model hides the complexity of DITA

Integration with SDL 2014 and Brocade LDAP (single sign-on)

Automated Word-to-DITA conversion allows SMEs to continue to author in MS-Word

# Best Practices content workflow

SME submits content in MS-Word for XML conversion

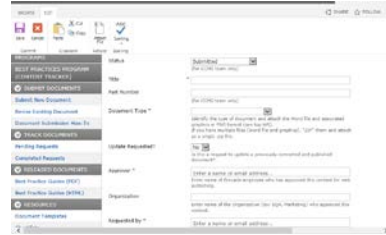
Content is converted from MS-Word to XML and imported into the Live Content Architect CCMS

Brocade Content Portal admin uploads, validates, and assigns the publication for review in FontoXML

Editorial and SME review of publication in FontoXML, subject to SME approval.

Production checks, publishing, and Web posting

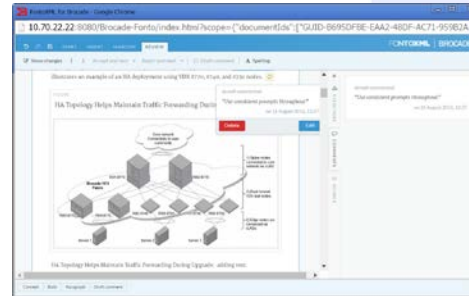
SharePoint submission form



Brocade Content Portal, interface between FontoXML and SDL database



FontoXML editor



Publishing & Web posting



# Why FontoXML?

The screenshot displays the FontoXML interface, which is designed for editing XML documents. The top part shows a document editor with a title bar containing 'FONTXML | BROCADE'. The main editing area shows a document titled 'Brocade VCS Fabric Technology with the HDS-VSP-G1000 iSCSI Storage Array'. Below the title, there is a 'Copyright Statement' section. The bottom part of the screenshot shows a 'BROCADE Content Portal' with a 'My Content' table. The table has columns for 'Publication', 'Publication Version', 'Validation Status', 'Assigned By', 'Assigned To', and 'Action'. Two publications are listed: 'Brocade VCS Fabric with HDS-VSP-G1000 iSCSI NOS7.0.1' and 'Brocade Fasttron OpenFlow Deployment Guide'. Each row has a dropdown menu for the version and a set of action links: 'Edit content', 'Assign users', 'Get PDF', 'Get Link', and 'Validate'.

Publication	Publication Version	Validation Status	Assigned By	Assigned To	Action
Brocade VCS Fabric with HDS-VSP-G1000 iSCSI NOS7.0.1	1	Ready	eknodt	rshubert sgalbrai eknodt	<a href="#">Edit content</a> <a href="#">Assign users</a> <a href="#">Get PDF</a> <a href="#">Get Link</a> <a href="#">Validate</a>
Brocade Fasttron OpenFlow Deployment Guide	1	Ready			<a href="#">Edit content</a> <a href="#">Assign users</a> <a href="#">Get PDF</a> <a href="#">Get Link</a> <a href="#">Validate</a>

- User-friendly interface: load document and start typing
- Customizable MS-Word-like UI
- Simplified content model and UI
- Schema constraints: active/passive support of DITA elements
- Human-readable names
- Topic templates and mini-templates
- Map editing
- Review: track changes, review comments
- Spell checker
- APIs for integration with CCMS
- Word-to-XML conversion plugin

# Working with the FontoXML Team

- Two-day kickoff workshop at Brocade with FontoXML team and No9 Solutions (systems integrator) to define requirements, use cases, and implementation phases
- Weekly team meetings
  - Define schema constraints
  - Establish human-readable names for DITA elements
  - Customize and simplify the FontoXML UI
- Pilot Best Practices Program – Establish a publishing workflow and process for Brocade authors
- Configure and customize FontoXML, run UAT of integration
- Beta testing with select SMEs



# Brocade FontoXML Roadmap

FY16

Phase 1

- Support for Best Practices content; maintenance of approved content
- Q3: UAT of integration, limited Beta testing
- Q4: Production Rollout, Best Practices program

FY17

Phase 2

- Integrated MS Word to XML conversion
- Users create new content in FontoXML
- Support for Marketing collateral
- Content reuse strategy

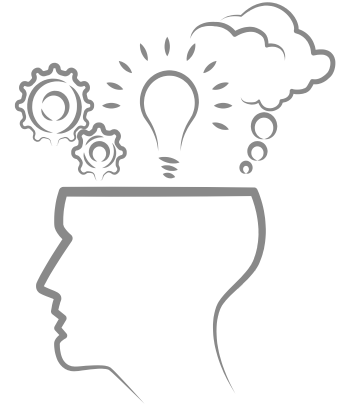
FY18

Phase 3

- Rollout to other Brocade groups, for example, Engineering (functional specs), and Program Management (release notes)

# Lessons learned

- Know your requirements and your authors
- Choose vendors carefully based on requirements and needs
- Do not underestimate the integration effort:
  - Cross-compatibility of content models: FontoXML, XMetaL/SDL Live Content, and style sheet
  - Scalability and performance: If your Web editor supports concurrent development, does your hosted CCMS too?
  - Training needs and workflow requirements for tech writers working in both XMetaL/SDL and FontoXML





## Agile architecture



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## Demo

- ✓ General Editor interface
- ✓ Composing documents from reusable topics
- ✓ Templates and mini-templates
- ✓ Managing structure
- ✓ Managing reuse
- ✓ Track changes
- ✓ Entity recognition and quality feedback

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# FONTOXML

## 6 FontoXML support apps



Liones

www.liones.it

# Demo & QA