

Exploring FrameMaker-based Single-Sourcing Workflow Options

So much content, so little time...

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DocFRAME

Agenda

- About me...
- Single-sourcing options
- Built-in choices
- Third-party tools
- Hidden costs
- Basic features
- Hierarchy
- Tool review
- Some opinions



About the presenter

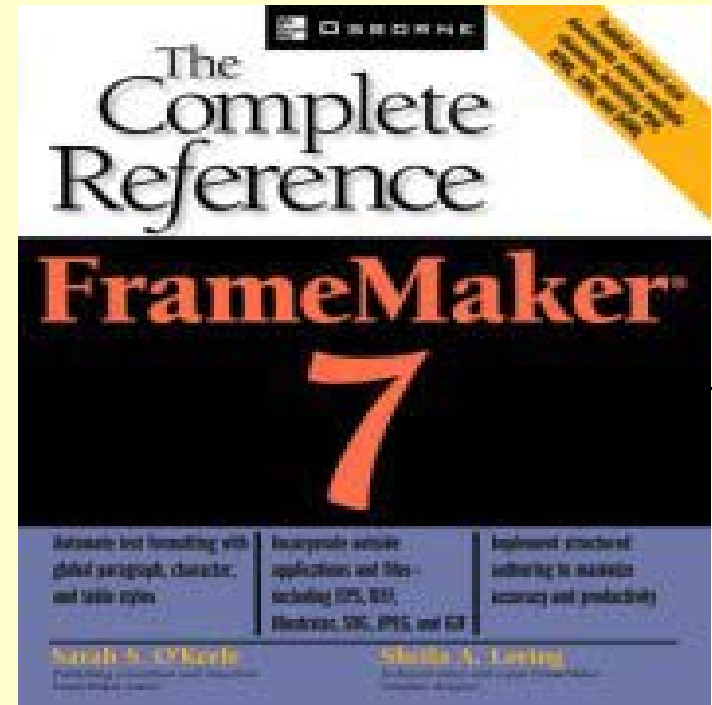
- Single-sourcing consultant
- Coauthor, *FrameMaker 7: The Complete Reference*, *Technical Writing 101*, and other books
- Founder, Scriptorium Publishing

The logo for DocFRAME is located in the bottom left corner. It consists of the word "Doc" in white text on a black rectangular background, followed by the word "FRAME" in green text on a white rectangular background. The entire logo is set against a light blue background with a faint pattern of geometric shapes.

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Free to a good home

- 888 pages
- Companion workbooks available
- More than you ever wanted to know about FrameMaker



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An even better freebie

- **FrameMaker 7**
- **Donated by Adobe Systems, Inc.**
- **Street price: \$795**

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Things FrameMaker does out of the box

- **Print/PDF publishing**
- **If FrameMaker is your authoring tool, you needn't worry about these two**

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Evaluating single sourcing tools

- List your requirements
- If XML/structure is required, you must use structured FrameMaker
- Focus on other output requirements, such as HTML or online help, when evaluating single sourcing tools



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Single-Sourcing options

- Save as HTML
- WebWorks Publisher Standard Edition
- Structured application
- XML authoring, FrameMaker-based print publishing



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Single-Sourcing options (continued)

- **WebWorks Publisher Professional Edition**
- **MIF2GO**
- **eHelp's "Mustang" (under development)?**

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Freebies included with FrameMaker

- **Save as HTML**
- **WebWorks Publisher Standard Edition**
- **Structured application**
- **XML authoring, FrameMaker-based print publishing**



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These cost more:

- WebWorks Publisher Professional Edition (\$895)
- MIF2GO (\$295)
- “Mustang” (your guess is as good as mine)
- XML authoring tools (depends)



Remember the hidden costs

- Configuration, not software, is the biggest cost.
- Does more expensive software save you time?
- Do you have time/talent to configure software?
- Do you have budget for a consultant?



Basic features

- Preserve cross-references and hypertext as links.
- Split up files into smaller chunks based on a paragraph tag.



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Basic features (continued)

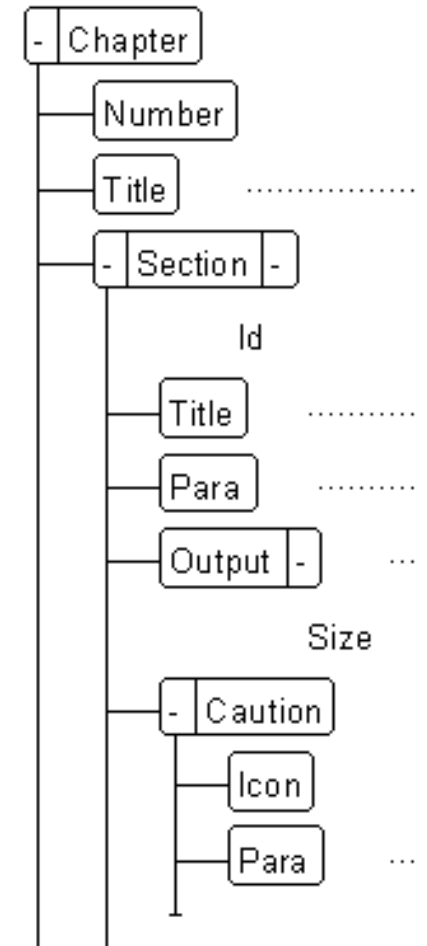
- Map paragraph tags and character tags to online equivalents.
- Create Cascading Style Sheet (CSS) files for formatting.



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Got hierarchy?

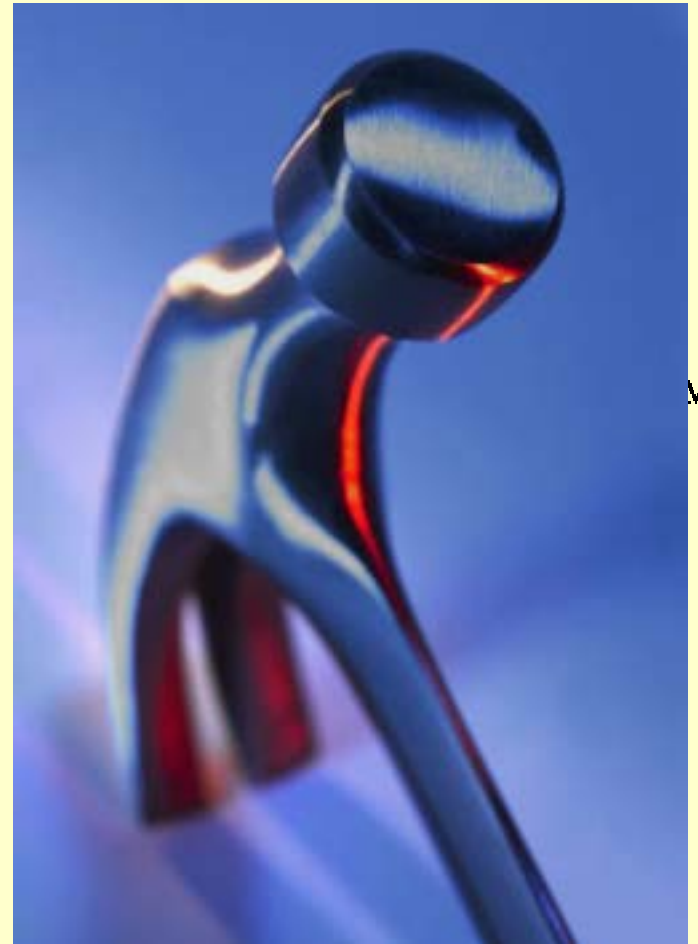
- Hierarchy requires structured FrameMaker files.
- Structured application requires structured files.
- All other options work with structured or unstructured files.



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Tool summary

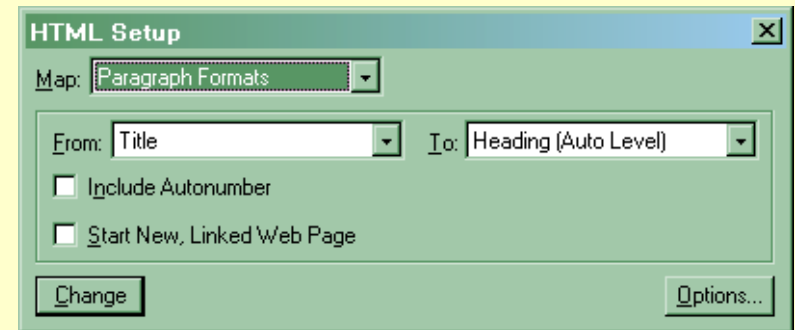
- Save as HTML
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Save As HTML

- Dialog box and reference pages for mapping
- CSS file based on FrameMaker formatting



HTML Mapping Tables

FrameMaker Source Item§	XML Item§	New Web Page§	Include Auto#§	Comments§
P.1Heading§	H*§	N§	N§	§
P.1Heading - Top of Page§	H*§	N§	N§	§
P.2Heading§	L1¶ Parent = OL¶ Depth = 0§	N§	N§	§
P.3Heading§	P§	N§	N§	§
P.Alert Text§	P§	N§	N§	§
P.Anchor§	H*§	N§	N§	§
P.Anchor Full§	P§	N§	N§	§
P.Author§	H*§	N§	N§	§
P.Author Biography§	P§	N§	N§	§
P.Author Email§	P§	N§	N§	§
P.B1 Bullet 1§	L1¶ Parent = UL¶ Depth = 0§	N§	N§	§
P.B2 Bullet 2§	L1¶ Parent = UL¶ Depth = 0§	N§	N§	§

Save as HTML (continued)

- Limited customization
- Post-processing with scripts (Perl?) can improve control



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Save as HTML—opinion

- OK for small, one-time conversions
- Requires extensive post-processing to be feasible in production workflow
- There are better solutions



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WebWorks Publisher Standard Edition

- Mapping through dialog boxes
- eBook templates provided
- Limited customization
- Cannot create new styles



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WebWorks Publisher Standard Edition—opinion

- Page templates are much better than Save As HTML options
- Inability to change styles cripples the product



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WebWorks Publisher Standard Edition—opinion (continued)

- Intended as a teaser for Professional Edition
- Provides a good starting point for experimentation
- Not suitable for production workflow



Structured application

- Configuration files: EDD/template, DTD, and read/write rules
- Extensive setup, configuration, and testing required
- Very powerful and customizable; API programming possible



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Structured application (continued)

- XSL for transformation of XML requires extensive scripting
- XML makes sense for content interchange
- Overkill if you don't need XML?
- DocFrame an option for easier implementation

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Structured application—opinion

- If XML is in your future, think hard about this option
- Transformation through XSL is appealing
- By far the most difficult configuration
- Provides structured authoring; others only provide “regular” authoring



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XML authoring

- FrameMaker for print/PDF publishing only
- XML repository

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XML authoring (continued)

- Requires structured application
- Why not just transform XML into PostScript or PDF?
- XML authoring tools range from freeware to six figures



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XML authoring—opinion

- Finding a good authoring tool could be a problem
- This workflow makes sense for information generated from databases
- Will probably gain market share if FrameMaker does not improve XML integration



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WebWorks Publisher Professional Edition

- Highly configurable
- Provides templates for HTML, XML, WinHelp, JavaHelp, HTML Help, WebWorks Help (cross-browser, cross-platform), and others



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WebWorks Publisher Professional Edition (continued)

- Templates provide 80 percent of needed formatting; customization required to refine output
- Current industry standard



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WebWorks Publisher Professional Edition—opinion

- Proprietary macro language unappealing with XSL gaining ground
- Canned templates very valuable
- Lack of XML/XSL awareness will become a problem



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MIF2GO

- Highly configurable
- Less expensive than WWP Professional with many of the same features
- Better Word/RTF output and provides OracleHelp template



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MIF2GO—opinion

- Same as WebWorks Publisher Professional
- It's not XSL

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" Mustang"

- eHelp's (late) entry into FrameMaker-based single-sourcing
- Under development; no assessment possible



More opinions

- **Structured authoring is the future.**
- **As XML authoring matures, Adobe will need to improve FrameMaker's XML support to retain market share.**
- **“Native” XML authoring already a marketing problem for Adobe.**

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Opinions (continued)

- Storm clouds for WebWorks Publisher Professional in 12–18 months, but the industry leader for now.
- FrameMaker positioned to straddle between print publishing and XML authoring.
- Hope to see improved XML integration in future versions.



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Summary

- WebWorks Publisher and MIF2GO for now if you don't want structured authoring
- Consider structured authoring
- Consider XML for content exchange
- Consider phased migration



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Resources

- This presentation:
www.scriptorium.com/2sworkflow.pdf
- Structured Authoring and XML white paper:
www.scriptorium.com/structure.pdf
- DocFrame details:
www.scriptorium.com/docframe



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Q & A

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