

Contents

Acknowledgements	5
About Scriptorium Publishing	7
Overview	9
Chapter 1: Structured authoring nears a tipping point	11
DITA steamrolls the competition	12
Chapter 2: Why implement structured authoring?	15
Chapter 3: Implementation success	19
Chapter 4: Estimating implementation effort	21
Chapter 5: Implementation cost	23
DITA: Free but (still) not cheap	24
More people, more money	26
Chapter 6: Who is actually doing the work?	29
Chapter 7: Authoring tools	33
Structured FrameMaker: leader among considered and selected tools	35
oXygen: rising star among structured authoring tools	36
Implementation size influences tool consideration and selection	37
Tools for DITA	41
Technical writers' tears	43
Chapter 8: Content management system	45
Chapter 9: Change management	47
Heightened concerns offset by positive results?	50
Chapter 10: Training and education	51
Chapter 11: Recommendations for successful implementation	57
Provide training at the right time	57
Select tools carefully and verify vendor claims	58
Manage the development process	58
Address content migration issues	59
Be prepared for surprises	60
Appendix A: Survey demographics	61

Appendix B: Survey methodology	63
Question types	63
Data adjustments	63
Appendix C: Survey questions	65
Completed implementation	66
Current implementation	71
Future implementation	75
Reasons for not implementing structure	78
Basic information	78
Thank you	79