

A SOLUTION FOR SCALABLE AND SUSTAINABLE ENTERPRISE CONTENT

INTRODUCTION

Scalable and sustainable enterprise content is the idea that content can be managed over its lifecycle in an efficient and intelligent way focusing both on technology and authoring skill. When high-value content such as process, policy, procedure, product and training content, is managed as a valuable corporate asset the enterprise benefits from improved efficiency and improved revenue.

WHAT IS PRECISION CONTENT?

Precision Content® is a method of planning, authoring, and publishing structured content. It is an innovative solution that combines the power and opportunities of open XML technology standards, with the best elements of a proven topic-based structured authoring methodology.

WHY WAS PRECISION CONTENT DEVELOPED?

Precision Content was developed to address many of the chronic challenges authors face when working on high-value enterprise content projects:

- How do I analyze the subject matter and the audience so I know what level of detail to include?
- How should I organize and structure the mass of subject-matter material?
- What if different audiences need different information?
- If I am working with a team of authors, how do we collaborate so the content appears unified and consistent to the reader?

These challenges are addressed one way or another by anyone who writes content. However, today's authors are often left on their own to create key content. This can result in content that is full of information but is not adding value to the enterprise. Using Precision Content® brings rigor and focus to how the organizations author, share, manage, and publish high-value content.

The Precision Content methodology provides guidelines for authors to develop content. The Precision Content tools look after the structure and format.

WHO BENEFITS FROM PRECISION CONTENT?

Precision Content is designed to help

- content creators who have to keep content relevant and up to date, and
- content consumers who have to quickly find, understand, and use it.

The Precision Content® method and tools are designed for anyone in your organization who creates content that needs to be clear, concise, and consistent.

DISORGANIZED BECOMES CLEAR AND ORGANIZED

By following the Precision Content method, enterprise content that was messy, hard to find, and confusing becomes **clear**, **concise**, and **organized**, creating highly consumable content for your audiences.

Additionally, the Precision Content method also reveals gaps in information, where content has been unintentionally omitted.

- Content is organized and labelled in an effective way, helping readers find information quickly
- Content is focused into small portions, avoiding lengthy and hard-to-read paragraphs
- Formatting like bulleting, tables, and graphics enhance readability
- Content includes only the essential words, yet is complete
- Authors eliminate passive sentences
- Language is clear and readable

BUSINESS DRIVERS FOR CONTENT

While its roots lay in technical communication best practices, the Precision Content methodology works across departments and industries where there may be requirements for

- collaborative authoring and approval
- continuous lifecycle content
- sharing of content between deliverables
- writing for varied audiences
- compliance and traceability, or
- localization.

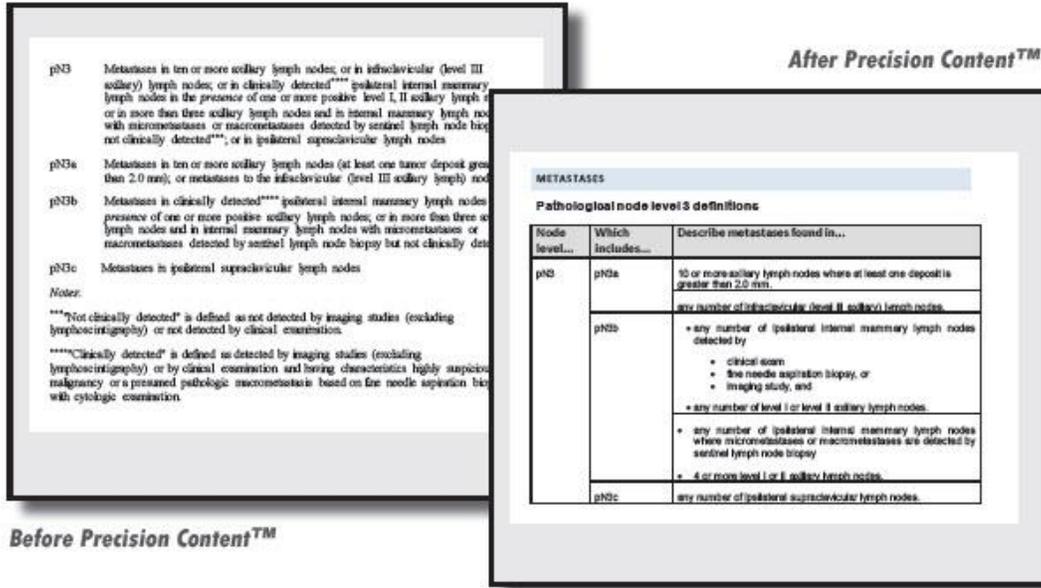
AVOID THE TECHNOLOGY TRAP

Many organizations faced with content chaos turn first to technology to solve their problems. They cannot find information they need or when they do find it they cannot trust it. They spend significant amounts of time and money working with broken content. But technology alone will not solve these problems. Content problems, require content solutions.

**“Organizations must stop throwing more technology at their content problems.
Content problems require content solutions.”**

BEFORE AND AFTER EXAMPLE

Compare this before and after excerpt from a Medical Reference that was transformed using the Precision Content™ method.



RESULTS

Using Precision Content™ makes content clear, accurate, and much easier to read and understand. This table illustrates the readability improvements.

Readability metric	Improvement
Reduction in word count	44.2%
Reduction in passive voice	20%
Increase in white space	30%
Increase in Flesh reading score	18.4%

CORE ADVANTAGES OF PRECISION CONTENT™

Adapted structured authoring methodology

Precision Content® adapts structured authoring best practices to a rich semantically-structured technology framework. Teams of authors and contributors are trained to produce modular, concise, and consistent content. This is critical to developing effective, scalable, and sustainable content.

Interoperability of XML

Precision Content is based on DITA-XML - the fastest growing open XML standard in the world. You are free to choose the best tools for your content lifecycle. There's no vendor lock-in, ever.

Multi-channel publishing and future-proofing

Backed by an XML infrastructure, you can publish to all the formats and devices you need including Web, PDF, Wiki, Microsoft SharePoint, Microsoft Word, RTF, ePub, and many others. Better yet, you are future-proofing your content for whatever formats or requirements you might need next year or even 10 years from now.

Guided single-source authoring in a collaborative environment

Authoring becomes an established method that results in amazingly usable, high-quality content. It is also not prone to errors and inconsistencies introduced by copy and paste. Once a piece of content exists, it can be reused as many times as needed. Updating it in one place updates it everywhere.

FEATURES AND THEIR BENEFITS

Precision Content® is designed to save the organization time and money in the activity of content creation, management and sharing. Features and benefits include:

Feature	Benefit
Future-proofing	Modular, well-structured content is primed for the next phase of your information management strategy. Whether publishing to a mobile device or upgrading to a state of the art content management system, clear, well designed and semantically aware content is the first step.
Reducing update and approval time	When content is well structured and easy to find and keep track of, making updates and approving content is easier. Using structured content will reduce content approval time and effort.
Reusing information	Topics can be used in multiple information products such as a marketing brochure, training manual, or website.
Using content as a valuable assets	XML makes content intelligent, versatile, manageable, and portable. Content can be published to PDF, HTML, RTF, PowerPoint, mobile all without ever copying and pasting anything between files. Compared to traditional authoring and content life-cycle approaches, Precision Content™ unearths unrealized efficiencies and cost savings and provides strategies for managing content as a valuable asset.

THE THREE LAWS OF PRECISION CONTENT®

Organizations must dig deeper to examine and address the form and quality of the content itself and the people, processes, and principles required to manage it. Only then will technology be able to rescue them from the chaos.

The Precision Content framework considers these three concepts when designing an effective content strategy.

1. **Utility**
2. **Maintainability, and**
3. **Usability.**

Pillar	Looks at the ...	And answers questions such as ...
1. Utility	content framework	<ul style="list-style-type: none"> • Should content be semantically structured? • Is content future-proofed against changes in technology? • Can content be published through different channels without modification? • Can changes be tracked easily?
2. Maintainability	content lifecycle	<ul style="list-style-type: none"> • Should content be controlled? • How are revisions and versions handled? • Are the proper roles defined? • Is obsolete content decommissioned and removed from view?
3. Usability	content itself	<ul style="list-style-type: none"> • Have the right audiences been defined? • How is content organized? • How is content written for optimal effectiveness? • How is usability measured?

HOW WE HELP YOU

Precision Content Authoring Solutions Inc. can help your company derive more value from its content. Our experts have worked with many clients to develop and implement solutions to align with short- and long-term business goals.

We work with you to define, design, and build solutions that fit your budget and infrastructure. We then equip your organization with the tools and training needed to maintain and grow your new content using sustainable practices. We help ease you through the transformation so that your authors are able to create, update and publish high-value content quickly and easily.

EXPERTISE

Precision Content Authoring Solutions Inc. specializes in content transformation methods and technology. Our team of communication experts and information architects are skilled and experienced in:

- content strategy
- information governance
- topic-based structured authoring

- taxonomy and metadata design
- content audits and inventory
- new media publishing, and
- training design and delivery.

ABOUT US

Precision Content Authoring Solutions Inc. is a knowledge management consulting and technology solutions firm providing end-to-end content management consulting services. Our expert consultants help clients tackle their toughest content-centric issues by designing and implementing innovative, scalable, and sustainable solutions for authoring, managing, and publishing high-value content with measureable results.

The firm is a leader in DITA XML - the fastest growing open-source documentation standard in the world. DITA is helping companies around the globe strategically leverage information in ways not previously available. We help our clients reduce the pain and expense involved with developing and managing high-value information. Precision Content was founded in 2013 and is a privately owned company based in Mississauga, Ontario, Canada.

CONTACT US

Are you ready to upgrade, transform, and future-proof your content? Contact us and we'll show you that's possible.

- www.precisioncontent.com
- More-info@precisioncontent.com
- Phone: 1-(289)290-4337
- 7111 Syntex Dr. 3rd Floor, Mississauga ON L5N 2S5 Canada