

Professional services and enterprise publishing tools

Unlock the knowledge in your enterprise

Knowledge is the currency of the new economy. But as the flow of information and content overwhelms organizations, traditional management practices fail, impeding the effective flow of knowledge. At Precision Content Authoring Solutions Inc. (PCAS) we understand the relationship between data, content, information, and knowledge. We understand the content life-cycle, how it works, and why it doesn't work.

To be competitive and innovate, an organization needs to think strategically about content. Knowledge is an asset that can open markets, drive opportunities, or mitigate risk. Capturing that knowledge using micro-content structures, provides maximum flexibility allowing you to keep pace with popular technologies like chatbot and voice interfaces and positions you to adapt to the next great technology.

Knowledge must be managed the way people and technology are managed – using up-to-date standards and processes that drive quality and efficiency. Precision Content's people, methods, and experience help you to optimize your content and knowledge assets, make your people more productivity, and realize your investment in technology. We help to structure and manage content so organizations can unlock the knowledge in their enterprise.

The path to intelligent content

We help our clients transition to intelligent content so they can be more strategic with their content assets.



Range of services

Precision Content Authoring Solutions Inc. (PCAS) is a full-service, end-to-end consultancy, technology innovator, and systems integrator offering professional services, training, and tools. No matter where you are on your content strategy journey, we have the people, tools, and processes to make you successful.

Our range of services include

- Developing a strategy
- Architecting a solution
- Implementing tools and solutions
- Moving into production

Developing a strategy

Content Strategy

Content Strategy is a plan for getting the right content to the right user at the right time through strategic planning of content creation, delivery, and governance. We help customers to analyze the current state and plan the future state. Services include

- Discovery workshop (3 days)
- Content strategy workshops (2 and 3 days)
- Roadmap planning and design services
- Content audit and inventory services
- DITA health check workshop
- Content modeling services
- Customer journey mapping services

Architecting a solution

Information Architecture (IA)

Information Architecture (IA) refers to how content is stored and organized in a managed repository so it can be authored, reviewed and published, and made available to other applications. We help customers to manage complex information sets making content findable, usable, and portable. Services include

- Enterprise Content Management consulting
- Information Architecture services
- Metadata and taxonomy design

Information Governance

An information governance plan defines the roles, responsibilities, processes, and procedures for users who access and interact with the content management solution. We work with customers to design information governance frameworks that help to improve quality and clarify decision-making. Services include

- Information governance workshop
- Governance framework design
- Executive development services

Implementing tools and solutions

Publishing and Stylesheet Design

Services include

- DTD specialization and implementation
- XSL-FO and XSLT design services
- Custom integrations

Writer enablement

Services include

- Writing training
- Tools training
- Customer journey mapping training

Moving into production

Content Transformation

Content transformation is the rethinking, restructuring, and rewriting of your high-value content in Precision Content® XML to make it more usable, discoverable, and valuable for your people and your technology.

Services include

- Authoring services
- Project management services
- Staff augmentation service

Writer and publishing support

- Writer refresher training and mentoring
- Publishing and workflow support

What makes us different

We focus on the content itself.

Our differentiator is our Precision Content® Authoring methodology.

Content models and frameworks like DITA are great for organizing content, however they do not address fundamental questions about how to author content. The Precision Content authoring methodology is the distillation of technical writing best-practices and DITA.

The Precision Content® solution

What is it?

The Precision Content® authoring methodology is a complete content creation framework that leverages DITA-XML as the technical infrastructure combining it with a fully integrated writing standard. It is a method of planning, authoring, and publishing high-value, structured content. It is based on cognitive research into how people read and use documentation.

Benefits

By following the Precision Content method, content that was hard to find, and confusing becomes clear, concise, and organized, creating highly consumable content for your audiences. Using Precision Content also reveals gaps in information, where content has been unintentionally omitted. **Precision Content helps to**

- reduce writing, review, and editing time
- improve the quality and accuracy of training materials, knowledge bases, and user guides
- reduce tickets and calls to support lines, and
- better organize and leverage mission critical information.

The problem with DITA

From the authoring perspective, DITA is an XML technical infrastructure. It is not a writing standard and provides very little guidance on the how to author content. The vague extensibility and lack of writing guidance can lead teams to fail at DITA adoption.

From the structural perspective, DITA topics are too big to support some of the newer delivery channels, like chatbots and voice interfaces. In DITA, topics are the building blocks which you can combine and recombine to create different outputs. But whole topics are not effective as responses in chatbots or voice UIs. The block structures in Precision Content proved natural breakpoints to effortlessly support the question/response communications in the new channels.

Enterprise publishing tools

Organizations invest significant time, money, and resources creating DITA content. Our publishing solutions make it possible to surface and share DITA content across the enterprise in Microsoft Word, PowerPoint, SharePoint, and Witty Parrot.

DITA InPrint™

DITA to Word® and PDF: DITA InPrint™ enables you to publish great-looking documents from your DITA XML content to Microsoft® Word®, PDF, and Apache™ OpenOffice™ Writer. No programming required. DITA InPrint is a design and publishing tool that makes it easy to create templates that conform to corporate styles.

DITA forShow™

DITA to PowerPoint®: Whether sales, marketing, compliance, or training, departments across the enterprise use PowerPoint® to communicate. Ensuring presentations include accurate, up-to-date information is critical. DITA ForShow™ allows authors to publish DITA content to PowerPoint.

DITA onPoint™

DITA to SharePoint®: SharePoint® is everywhere. A 2016 study, revealed that 63% of organizations use SharePoint as a main, secondary or legacy enterprise CMS, or records management system. DITA onPoint™ makes it possible to deliver your DITA XML across the enterprise using SharePoint..

WittyDITA™

DITA to WittyParrot™: WittyDITA™ plugs into any standard DITA XML publishing system to connect your DITA-based content assets with the WittyParrot platform. WittyParrot then makes accessing that information easy with just a few clicks without having to navigate complex portals or other web based systems. It enables you to discover, classify, assemble, deliver, and track all the content you need to work more efficiently.

Our technology partners

*easy*DITA

SDL*

 Simply
XML

<oXygen/>[®]
XML Editor

 WittyParrot
Speak with OneVoice™

FONTOXML

acrolinx

Our clients

Our clients include



About Precision Content Authoring Solutions Inc.

Precision Content Authoring Solutions Inc. (PCAS) is a full-service, end-to-end consultancy, technology innovator, and systems integrator offering professional services, training, and tools.

The people at PCAS are experts in micro-content, Content Strategy and DITA XML.

Precision Content is home to thought leaders and expertise in the areas of

- development and application of micro-content
- structured authoring methods
- content lifecycle management
- DITA/XML design and implementation
- information architecture
- content strategy, and
- structured content delivery.

Precision Content® writing methodology

Precision Content® is a topic-based structured authoring methodology adapted from decades of technical communication practice and academic research into how the brain works with information. Authors use it to produce clear, concise, and consistent content. Organizations use it to develop scalable and sustainable content assets.

Publishing tools

PCAS also develops and markets several DITA/XML publishing products aimed at leveraging structured content across the enterprise. Our technology partners represent several best-of-breed solutions in content management systems, structured authoring tools, and content delivery platforms.

What is Microcontent?

PCAS specialized in implementing microcontent strategies for content creation and publishing. Microcontent is content that is

- about one primary idea, fact, or concept
- easily scannable
- labelled for clear identification and meaning, and
- *appropriately written* and formatted for use anywhere and anytime it is needed.

Our approach provides better guidance to content creators and significantly greater flexibility for publishing to channels with varied content needs.

Contact us

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