NetApp™

Go further, faster™

The Product Content Ecosystem: Extending DITA Beyond NetApp

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Agenda

- Introduction to NetApp
- Why XML
- Why DITA
- Why CMS
- Why Localization (L10n)
- Where DITA has taken us thus far
- Where we want to go – inside NetApp
- Where we want to go – beyond NetApp

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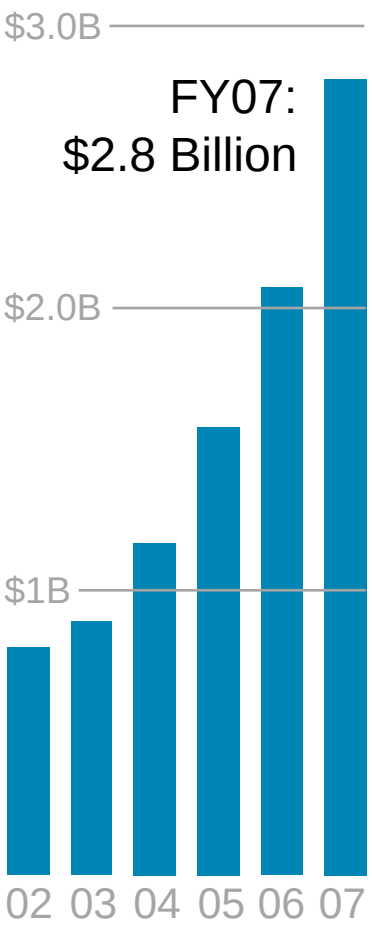
NetApp at a Glance



- Worldwide, enterprise customers
- Broad portfolio of innovative storage and data management solutions
- Industry-leading partners
- Comprehensive professional services
- Global support
- Customer success fuels our growth

~7000+ Employees Offices in over 110 countries

Fortune 1000 NASDAQ 100 S&P 500

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NetApp Information Engineering

- Produces all documentation for NetApp products
  - User manuals
  - Configuration guides
  - Online Help
  - Installation posters
- Publishing to print, Web, Help
- ~80 writers, editors, production staff
- Multiple locations: Sunnyvale, RTP, Waltham, Pittsburgh, Bangalore

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One Scalable Storage Architecture

Nearline Storage	Remote/ Small Office	Primary Storage	Storage Virtualization	Virtual Tape
NearStore® Economical Secondary Storage	**FAS200 Series** Remote and Small Office Storage	**FAS900 Series** **FAS3000 Series** Unified Enterprise-Class Storage	**V-Series** NetApp Simplicity for Heterogeneous Storage	**Virtual Tape Library** Backup and restore data

Data ONTAP™ Operating System – SAN, NAS, iSCSI

- One architecture
- One application interface
- One management interface
- Total interoperability

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Go Green: Reduce, Reuse, Recycle

Product Efficiency

- Server utilization & virtualization
  - 50% less rack space
  - 52% less power; 51% lower heat*
- Deduplication

Information Efficiency

- Write Once Use Many
- Use DITA Topic anywhere
- Content Ecosystem

*Source: Mercer and Oliver Wyman TCO studies

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XML, DITA, CMS, L10n

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Why XML?

- Business drivers:
  - Breadth and depth of content
  - OEM rebranding
  - Modular products
  - Multiple rapid software releases
  - Multiple content delivery vehicles
  - Global product development
- Non-drivers
  - Localization (yet)

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Why DITA?

DITA = Darwin Information Typing Architecture

- Modular content model for modular products
  - Considered, piloted DocBook
  - DITA is natural extension to NetApp's Information Mapping roots
  - Reuse designed into DITA paradigm
  - Delivery vehicles supported by DITA Open Toolkit
  - DITA invented by our OEM partner IBM
- Started DITA pilots in 2005

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Why CMS?

- Benefits of running on NetApp storage only go so far
  - Easy backup/restore but no version control, access control
  - Still constrained by network issues
  - Thousands of files to manage
  - File-aware but not content-aware
- Key requirements
  - Global usage
  - Offline usage
- Non-drivers
  - Localization (yet)

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Why Localization (L10n)?

- Was ad-hoc
  - Loosely coupled: driven by regional demand and using regional assets and resources
- Now corporate priority
  - Company-wide core team, reps from different functions, sponsored at SVP level
  - Selected 2 LSPs
  - Unifying needs and driving investments
  - Decisions to make: Which languages? Which products? What collateral?
  - Core team model enables whole-product, whole company thinking

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Where we're at now

DITA

- 1/3 of content in DITA
- Remainder migrating through this year

CMS

- Beginning to migrate content and users to the Trisoft InfoShare CMS
- Gathering requirements for integration with TMS

L10n

- Corporate core team to make decisions
- Investing in corporate tools, processes, and headcount

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Benefits we've seen from DITA (already!)

Easier rebranding of OEM deliverables

More information deliverables with same headcount

Leverage content assets across department

- Level of conditionalization only possible in XML
- Multiple outputs from same source content
- Reuse of topics between project teams
- Better content
  - Task-orientation with Concept and Reference supporting topics
  - Structure focuses the writing

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Benefits we expect to get when we start localizing

Reuse drives L10n cost downward

Language-aware CMS as repository

Allow partners to leverage content

- Content reuse (atomic topics, conref) through DITA helps in all languages
- Trisoft CMS tracks language objects with source, does diffs so just changed content is flagged for translation
- Trisoft pulls software strings from I18n resource files into docs
- Pass topics directly to TMS via workflow
- Sharing of translation assets
  - Terminology, TMs, Author Assistant profiles
  - Translated DITA topics

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Growing a Content Ecosystem

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Reuse within NetApp

Brand Information Engineering content as: tested, validated, “from the source”

NetApp U	Same procedural task topic used in tech manual, WBT, and instructor-led class
NetApp Global Support	Knowledge base incorporates DITA topics
NetApp Marketing	Leverage technical concept topics for white papers

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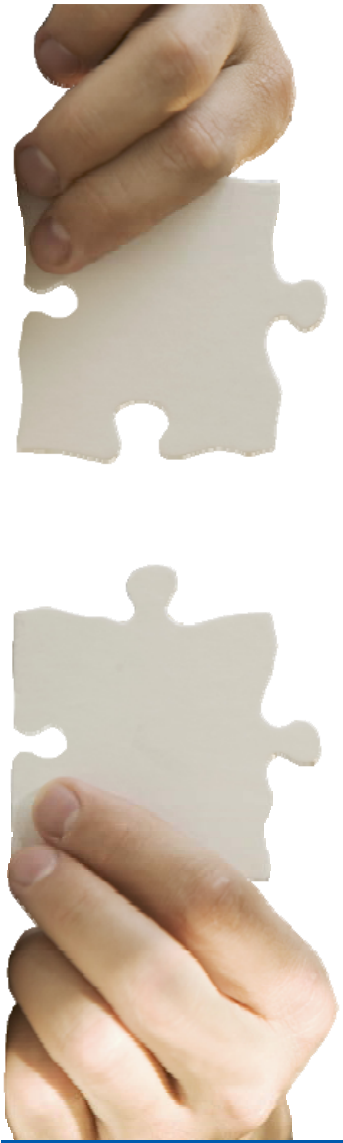
Reuse within NetApp: How to get there?



Connect and Communicate

- Web services in our CMS's
- Status definitions

Tools and Processes

- File formats and delivery vehicles
  - DITA as the core content authoring model
  - Office XML looking promising
  - SharePoint as possible intermediary

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Reuse beyond NetApp: the real goal

- Start with our OEM relationship with IBM
  - Current: Rebrand books then hand off “IBM” PDFs
  - Future: Pass DITA topics back and forth; allows IBM to use their existing DITA translation process
- Beyond NetApp: Everyone in the product stack
  - Not just NetApp + IBM, but NetApp + VMWare, NetApp + Xyratex
- Beyond NetApp: Sales and support channels
  - Partners in company value chain: VARs, integrators
  - Big spectrum of partner companies: from global VARs to SMB integrators.

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Reuse beyond NetApp: How do we get there?

- Problems to tackle (partial list):
  - Knowing when content is ready to share
  - Moving the content around
  - Copyright/Intellectual Property
  - Editorial standards – usage, terminology
  - Voice, tone, style
  - Reviews and incorporation of comments
  - Bugs! How to notify and get them fixed.
  - Translation: tracking of source, translated content, translation memories

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Reuse beyond NetApp: How do we get there?

- Specific problems in DITA
  - DITA Specializations
    - "Easy because of fallback processing"
    - But: How to communicate updates to the specialization?
    - But: What if specializations collide?
  - DITA Conditions
    - DITA constrained to the "big 4" attributes: audience, platform, product, otherprops
    - Trisoft CMS allows anything, plus Boolean logic
    - Even within the big 4: one company's "product" might be another's "platform"

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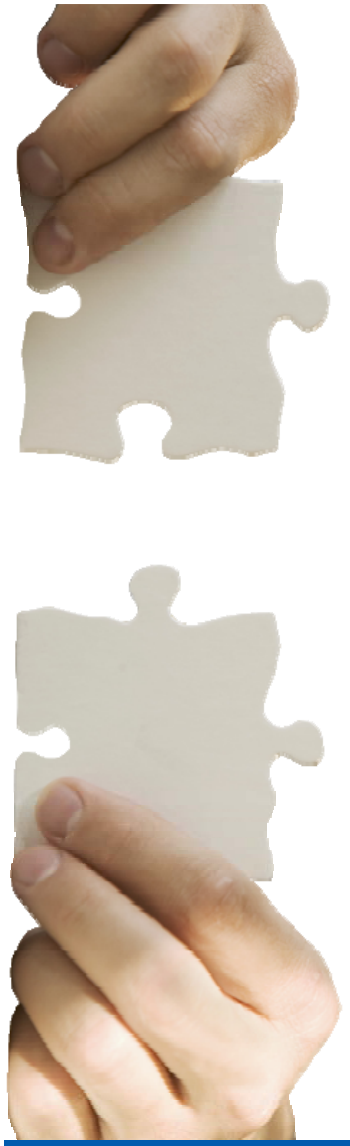
Reuse beyond NetApp: How do we get there?



Starting to think about solutions

- Goodness of GUIDs
  - Trisoft CMS topic is unique wherever in the universe it ends up
- Author Assistant controls style, ensures consistency of usage
  - Agree on common style, then share profiles between partners
- Translation Management Systems as model for getting content back and forth
  - Already managing moving topics between companies

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Eventually… Beyond Books

- Knowledge about customer via NetApp Autosupport
- Leverage that customer knowledge to provide unified information
- Provide custom, localized documentation, training, support experience
- No more product-focus or vendor-focus but a customer-centric focus

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Questions?

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