

Creating Custom Product Catalogs with DITA

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Agenda

- Implementing DITA
- Case Study
 - Publishing components
 - Publishing pipeline
- Future Improvements

Implementing DITA

- How is DITA being used?
 - Single-source content which, enables higher levels of reuse, consistency, usability, output variants
 - Most current implementations involve after-market technical content
 - IOMs, product feature docs, technical documentation

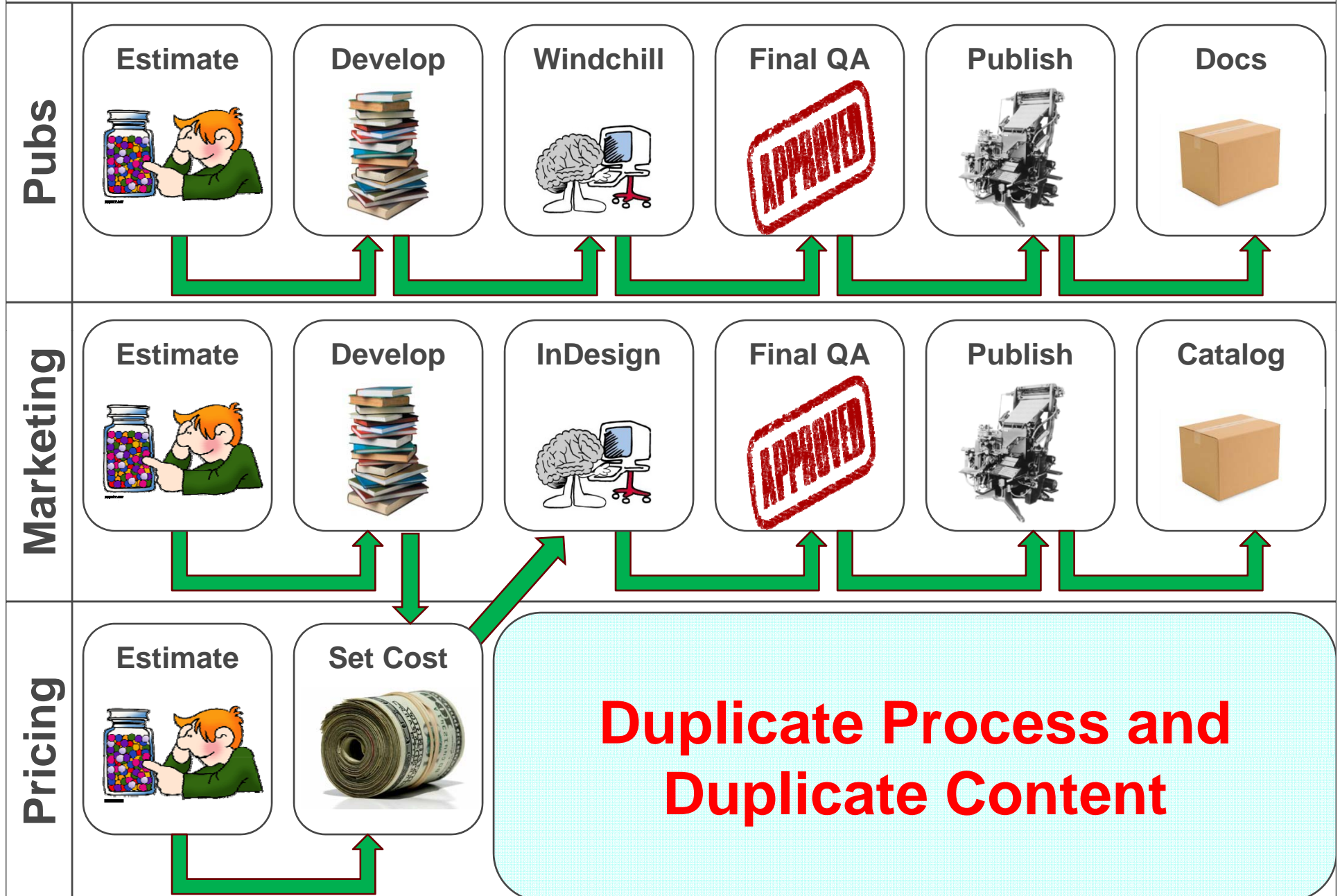
Implementing DITA

- How can DITA be used?
 - Extend the *source of truth repository* to include delivery for...
 - Aftermarket
 - Product catalogs, Price books, E-commerce applications, On-demand
 - Pre-sales
 - Sales brochures & product bulletins, Parts lists, Data sheets, On-demand

Catalog Case Study

- Steps to successfully publishing product catalog using the DITA framework
 - Address the content silos
 - Understand publishing components
 - Weigh the benefits of change
 - Address the gaps
 - Design styles for document outputs

Content Silos



Catalog Case Study

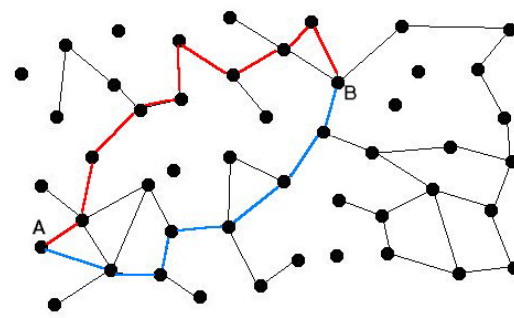
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Publishing components

Flow of Information



Data Model



Data & Content



Management



Flow of Information

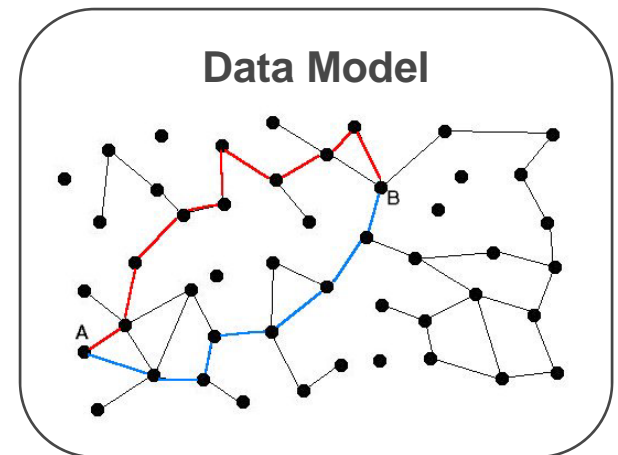
- Standardize the **flow of information**
 - Identify various data sources and formats and **normalize** the data stream
 - Relational database
 - Spreadsheets
 - Determine **ownership** of single source

Flow of Information



Data Model

- Standardize the **data model**
 - Streamline **process** for adding and maintaining data
 - **Transform** data and **merge** it automatically with DITA content



Data and information storage

- Traditional relational database data storage

vs.

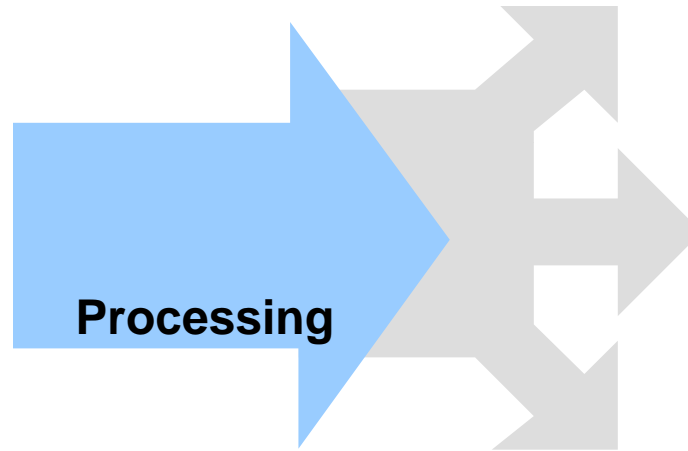
- Technical documentation content management



Data management

Relational database

Data fields



Output

Market trend analysis

Price reports

Technical specs

Management



Component management

Tech doc management

Topic pool



Processing

Multiple media

Print books

HTML

HTMLHelp

PDF

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Weigh the benefits

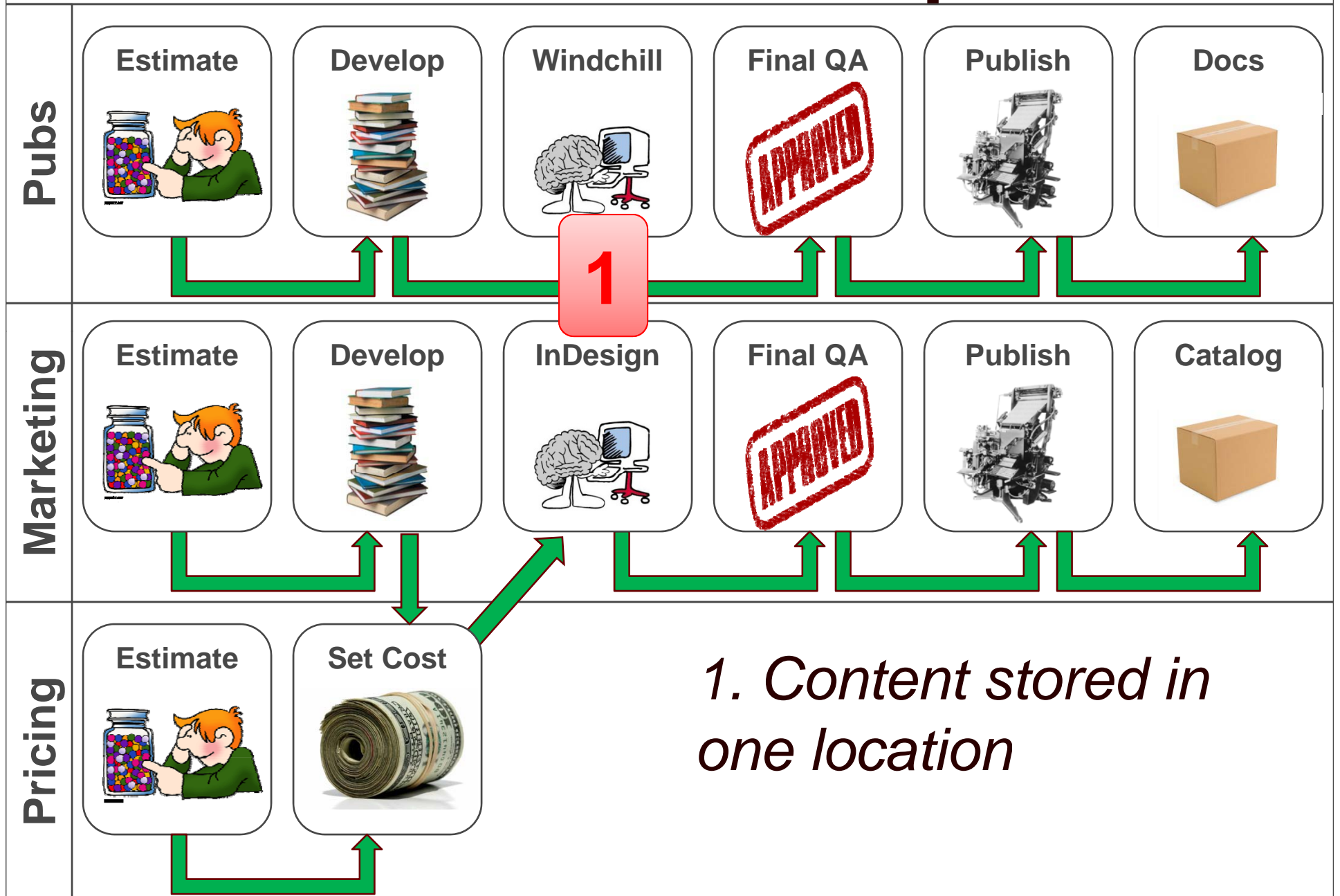
- Benefits of automated publishing
 - Consistent layout
 - Single content repository
 - Custom publications
 - Leverage metadata
- Draw backs of automated publishing
 - Loss of some layout features
 - Multiple index issues
 - Page bleeds

We were able to overcome the drawbacks through acceptance and advanced coding...

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Address the Gaps



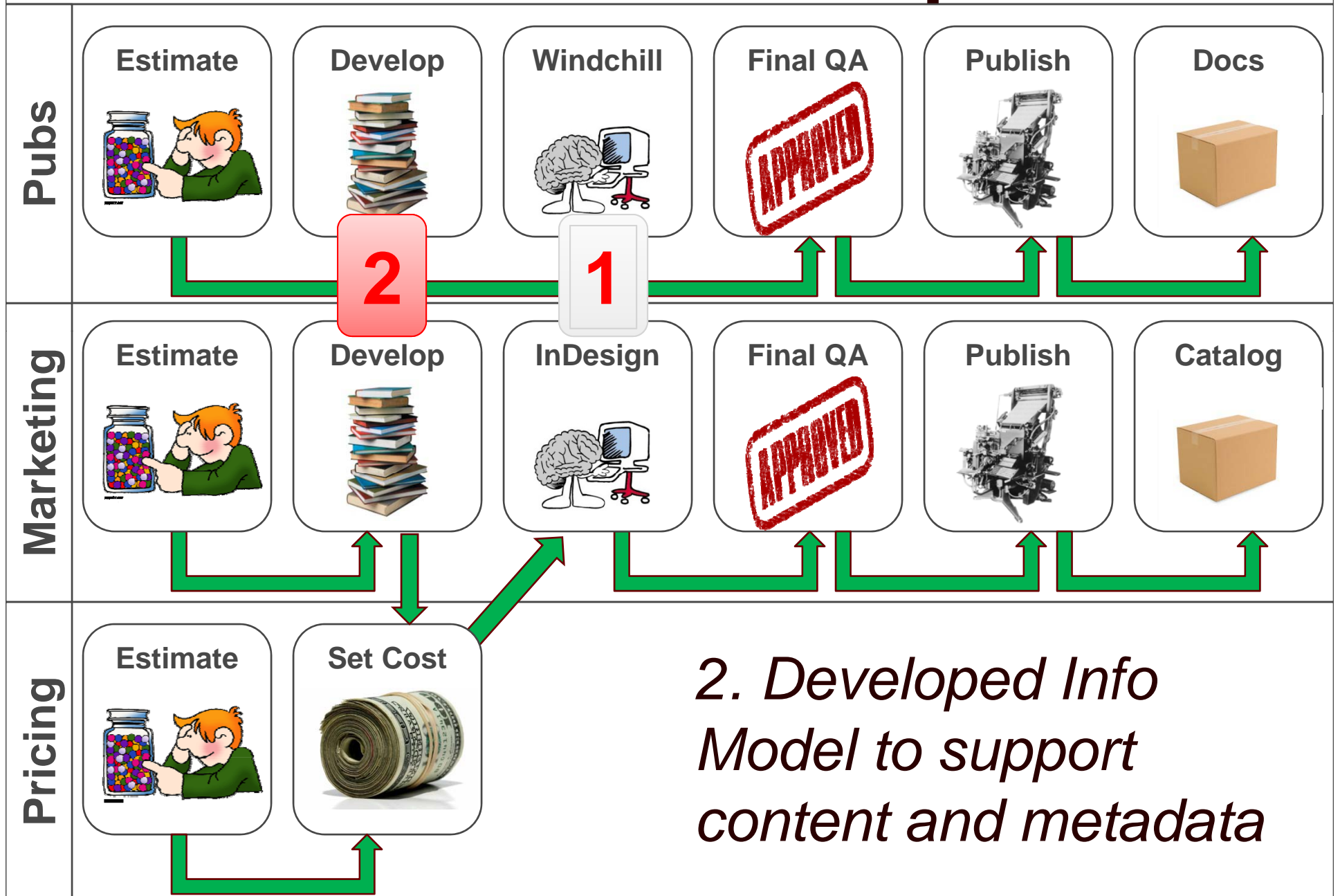
Address the Gaps

1

Content stored in one location

- Used Windchill as CMS
- Created tech pub content and catalog content using DITA

Address the Gaps



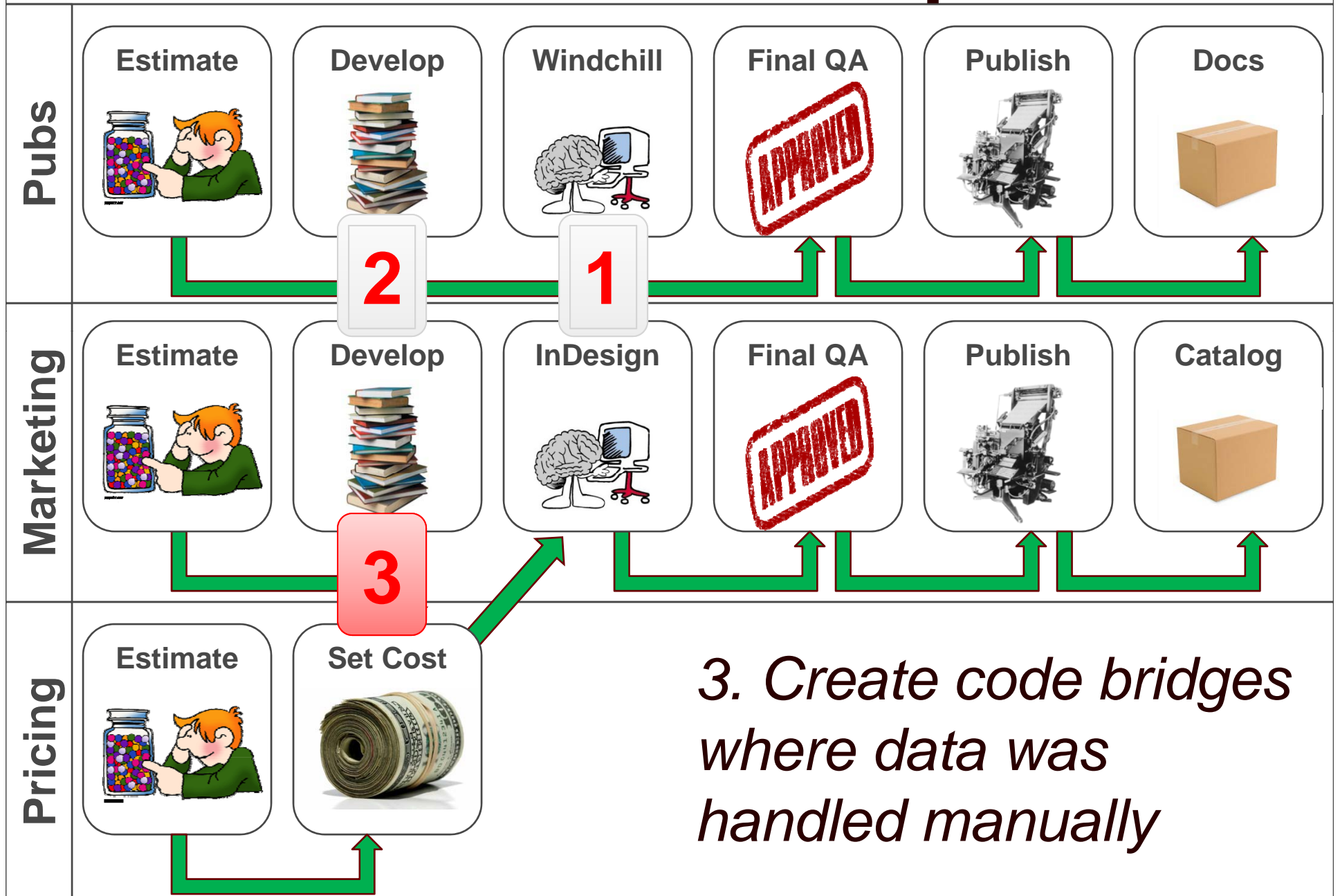
Address the Gaps

2

Developed Info Model to support content and metadata

- DITA information types were used to define content structure
- Accounted for different content layouts using metadata which could be read by custom code to create dynamic tables on the fly

Address the Gaps

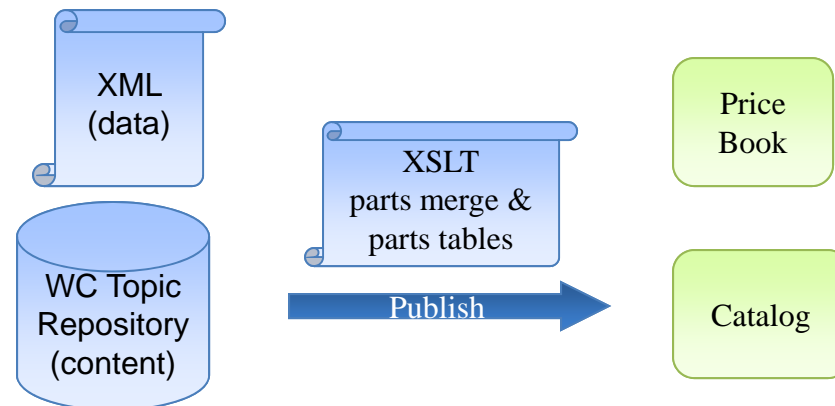


Address the Gaps

3 Create code bridges where data was handled manually

- Needed to access pricing data for product catalogs
- Isolate data within XML DB using metadata

- Otherprops
- Outputclass
- Product
- Platform



DITA catalog topic

```
<topic id="Cobra4CycleMotorOil"  
xmlns:ditaarch="http://dita.oasis-  
open.org/architecture/2005/">  
<title>Cobra 4 Cycle</title>
```

```
<shortdesc>The XD 100 synthetic formula oil provides..  
</shortdesc>
```

```
<body>
```

```
<ol>
```

```
<li>Handles the newest API...</li>
```

```
<li>...</li>
```

```
<li>...</li>
```

```
</ol>
```

DITA catalog topic

```
<table audience="XD100"  
importance="urgent"  
otherprops="N/A"  
outputclass="Oil and Engine Care"  
platform="Engine Oil"  
product="Cobra4Cycle">  
<tgroup cols="7"><colspec colname="col1"/>  
<colspec colname="col7"/>  
<tbody>  
<row>  
<entry>775597</entry>  
<entry>Filler information</entry>  
</row>  
</tbody>  
</tgroup>  
</table>
```

XML database

```
<PY09_x0020_Catalog_x0020_parts>  
<Part_x0020_Number>775597</Part_x0020_Number>  
<Selling_x0020_Suffix>DN3H57</Selling_x0020_Suffix>  
<Mainframe_x0020_desc>PATCH,100TH  
ANNVSY</Mainframe_x0020_desc>  
<Catalog_x0020_Description>Envinrude/Johnson 4-Stroke,  
Quart</Catalog_x0020_Description>  
<Dlr_x0020_Pkg>1</Dlr_x0020_Pkg>  
<Product_x0020_code>24</Product_x0020_code>
```

Parts catalog

Oil and Engine Care—Engine Oil

P/N	Description	Pack Qty	Case Weight	Qty Full Pallet	Price	
775597	Evinrude/Johnson 4-Stroke, Quart	12	24#	840		DN3H57

Cobra® 4-Cycle Motor Oil

The XD 100™ synthetic formula oil provides uncompromised lubrication and superior performance — even in extreme conditions — especially cold temperatures down to 0°F (-17°C).

- Handles the newest API service ratings of SG and CD.
- Meets or exceeds GM-6094-M, Ford ESE-MCC 153-E, API service SE-SF-SG-CC-CD
- Acceptable for any diesel engine which requires a 30 weight oil.



P/N 775596

DITA
Topic

Table built from XSLT,
based on metadata

P/N	Description	Pack Qty	Price	
174828	Cobra Four Cycle 55, Gallon	1		DN475E99
775595	Cobra Four Cycle, Quart	12		DN3E13
775596	Cobra Four Cycle, Gallon	6		DN10E87

P/N data from Relational DB

Flexible Pour Spout

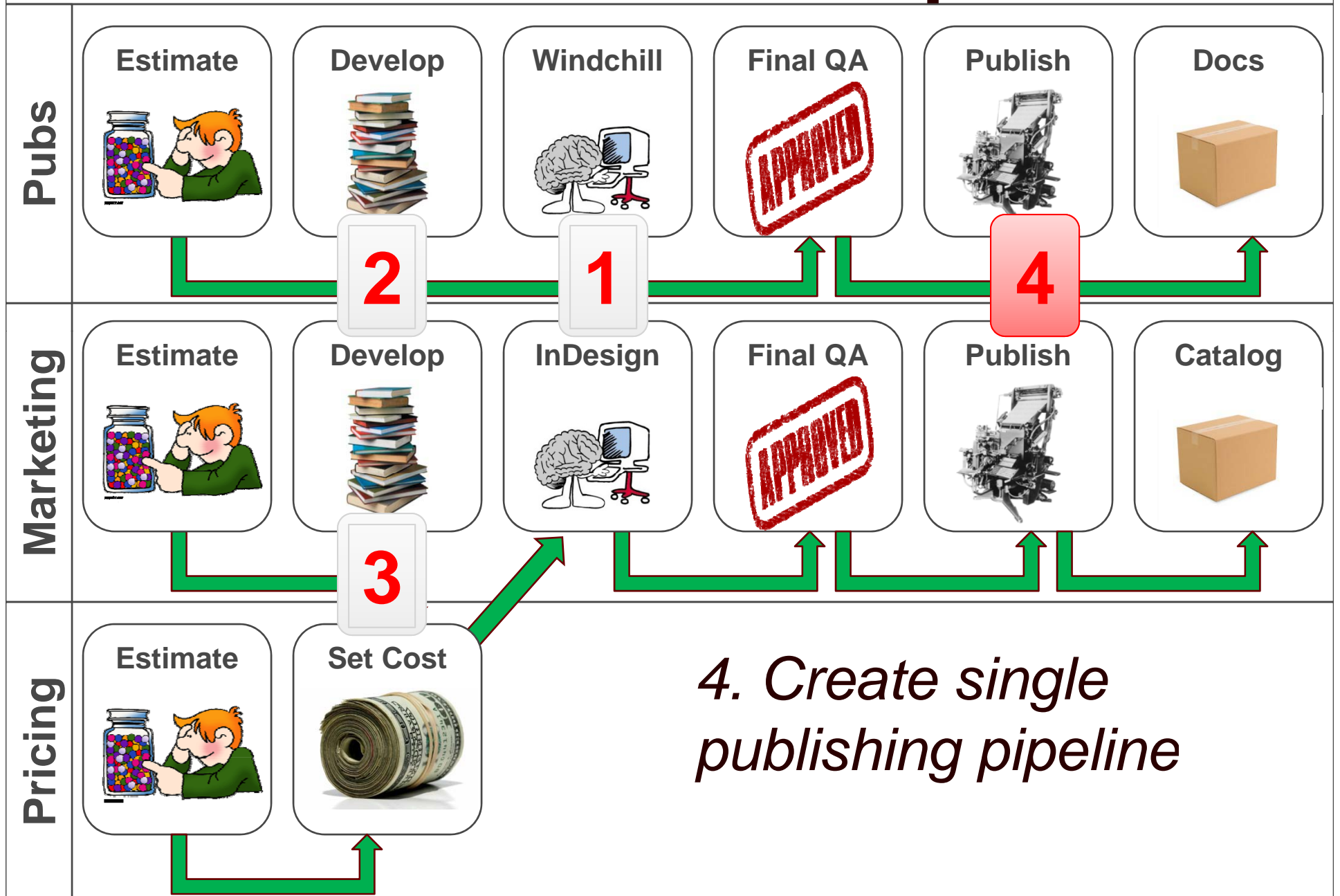
The XD 100™ synthetic formula oil provides uncompromised lubrication and superior performance — even in extreme conditions — especially cold temperatures down to 0°F (-17°C).



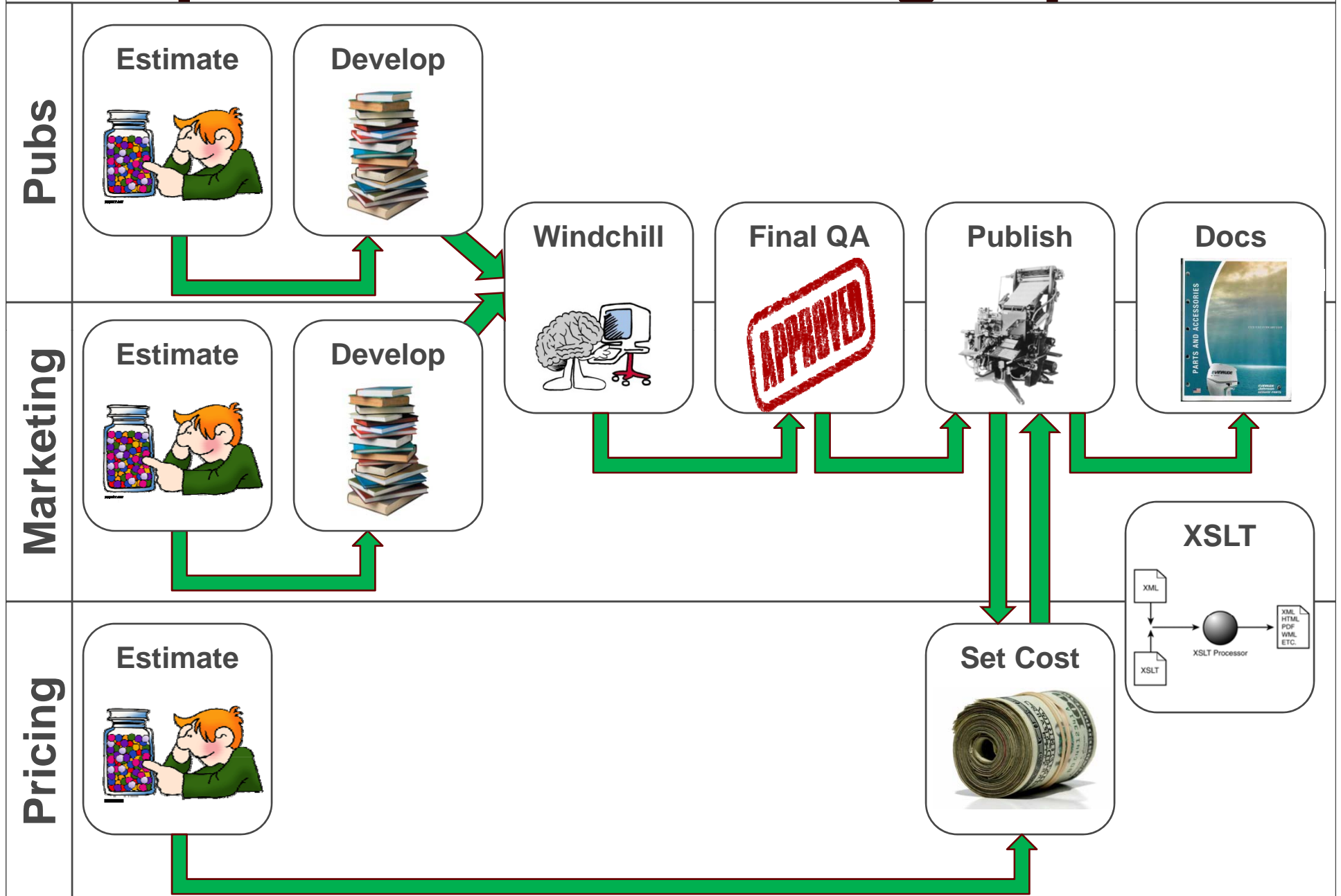
P/N 508377

P/N	Description	Pack Qty	Price	
508377	Flexible Pour Spout	24		DN1H35

Address the Gaps



Optimized Publishing Pipeline



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Design style sheets

Design style sheet to support new publishing pipeline (Styler)

- Support Tech Docs group
- Support Parts Product Catalog
- Support Price book
- Additional output types
 - Web content
 - E-commerce
 - Dynamic publishing

Parts catalog

Oil and Engine Care—Engine Oil

P/N	Description	Pack Qty	Case Weight	Qty Full Pallet	Price	
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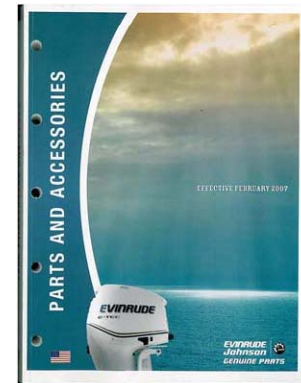
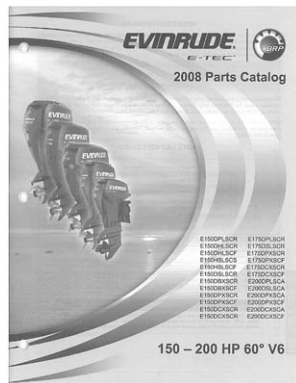
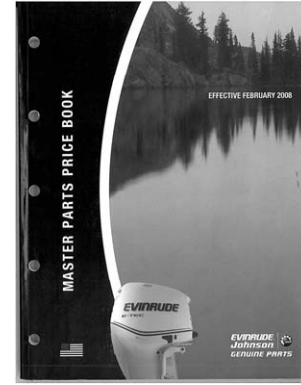
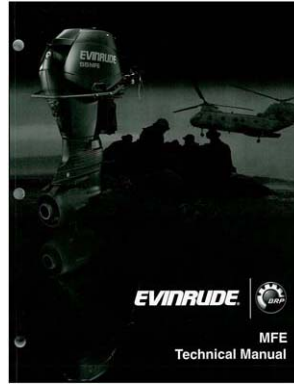
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Future Development

- Much of our custom development will now be handled with improved tools
- Design more advanced layouts
- Publishing on-Demand
- E-commerce integration
- iApps

Where we are now



To learn more ...

- Hal Trent
 - hal@comtech-serv.com
- Comtech Services, Inc. at
 - www.comtech-serv.com
- Comtech workshops & consulting:
 - Advanced DITA Publishing, DITA for writers, Data migration & integration, Structured Writing, Minimalism
 - <http://www.comtech-serv.com/workshops/index.shtml>
 - <http://www.comtech-serv.com/consulting/index.shtml>