

# The Easy Path to DITA

## For Technical Publications

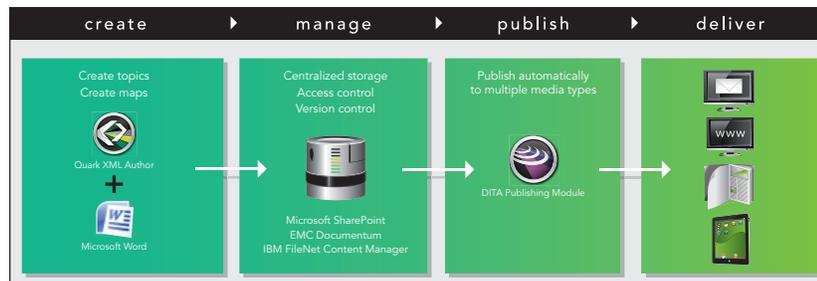
### Rising Expectations Outstrip Your Ability to Deliver

Technical publications departments must support increasingly complex products, faster product release cycles, and more product variations to meet the needs of increasingly segmented markets. Moreover, manufacturers are expanding into new global markets, which expands localization requirements, and documentation must be available not only in print but also in multiple online forms including Web and digital devices. At the same time, customers expect the information you deliver to be accurate, up-to-date, and relevant to their immediate needs.

Despite all these challenges, budgets are under greater pressure than ever. Small improvements to the technical publishing process cannot deliver the big gains that are required — a new approach is needed.

### Revolutionize Your Documentation Processes with DITA

The solution to delivering higher-quality technical documentation while cutting costs and time is dynamic publishing built on DITA, an international standard for creating and automatically publishing single-source information. DITA supports topic-based authoring, which allows authors to create reusable components that can be combined in limitless combinations to create a broad range of documentation.



*Quark XML Author is designed for users of Microsoft Word and makes adoption of DITA publishing easy. It lets users create XML content in the familiar environment of Microsoft Word and supports review and approval workflows with commenting and change tracking in Microsoft Word as well as centralized content storage and archiving through integration with content management systems from Microsoft, IBM, and EMC.*

And because DITA is based on XML, it supports automated assembly of information for multiple audiences and automated publishing to multiple formats including print, Web, help files, and others.

Interest in DITA is rapidly gaining momentum because DITA addresses the needs of both the technical publications department and the organization as a whole.

Documentation experts and corporate executives appreciate the business value of DITA — it helps increase productivity and reduce costs — while information technology experts appreciate the value of XML for the enterprise, which includes international standards, vendor independence, and broad availability of skills.

#### Easily Implement and Use DITA

Quark® XML Author™ for Microsoft Word breaks down barriers that prevent technical documentation groups from adopting DITA, easing the path to adopting a dynamic publishing solution that speeds

delivery of accurate technical documentation in multiple formats, including print and online.

Quark XML Author has off-the-shelf support for creating and optionally publishing DITA. Quark XML Author lets users create XML content in the familiar environment of Microsoft Word, which makes it easier to learn and use.

And because it's based on Word, Quark's solution allows subject matter experts to participate directly in the process of contributing and improving technical information by using Quark XML Author. Direct participation eliminates manual handoffs from outside contributors to the publishing department, which reduces time and costs.

## Core Components

### Quark XML Author

Quark XML Author is an add-in to Word that lets you easily create XML documents such as DITA topics. It works hand-in-glove with Microsoft Word, letting you create content within a familiar, simple, and full-featured user interface. While many functions continue to operate normally, others change in subtle ways to give you appropriate choices to ensure you are creating correct XML.

Quark XML Author also lets you create and edit DITA maps so you can build a complete DITA publication entirely from within Microsoft Word.

### DITA Publishing Module

An optional add-on to Quark XML Author, the DITA Publishing Module embeds and enhances the DITA Open Toolkit to assemble and publish DITA documents in multiple formats including print, Web, and various help formats (CHM and Eclipse).

### Quark Adapters for Enterprise Content Management Systems

Quark offers adapters to integrate Quark XML Author with Microsoft SharePoint, IBM FileNet Content Manager, or EMC Documentum, letting you manage DITA document components and track document status using your enterprise content management system.

### Benefits of Quark's Solution

Unlike other solutions, Quark XML Author provides an easy path to DITA publishing because it is specifically designed for Microsoft Word, which is familiar to most users. The solution's benefits include:

- **Adopt DITA More Easily**  
Designed from the ground up around DITA to maximize ease of use.
- **Get Going Fast**  
Ready to use out-of-the-box.
- **Complete Solution**  
Working with your content management system, Quark provides a complete solution for DITA authoring, reviewing, managing, and publishing.

## BENEFITS

### Easily Adopt DITA with Microsoft Word

Increase user acceptance and reduce the learning curve with an out-of-the-box solution designed specifically for use with the Microsoft® Office Suite; the solution adds DITA-specific capabilities to Microsoft Word to hide XML complexities from users while letting them gain the benefits of XML authoring.

### Integration with Enterprise Content Management Systems

Manage DITA document components and track document status using Microsoft SharePoint®, IBM FileNet® Content Manager, or EMC Documentum.

### Better Information Quality

Automation of the publishing process lets writers focus on content rather than formatting, ensures that all publications match corporate design standards, and enables the production of more targeted and relevant publications.

### Collaboration, Speed Time to Market

Let multiple authors work on different components of documents at the same time, which reduces project timelines; bring subject matter experts into the publishing process so they can contribute content directly.

### Increased Productivity and Information Consistency

Create content once and store it in a repository, reuse the same content in multiple documents, and publish them automatically to print, Web, and other formats.

## About Quark

Quark's software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where, and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital

devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

Revolutionizing Publishing. **Again.**™

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