# XML Documentation for Adobe Experience Manager

Structured content management
for experience-driven documentation

Get maximum returns on enterprise content with a component content management system (CCMS) built for technical documentation, IT and marketing teams. Scale content creation, minimize content management risks and deliver omnichannel experiences for product documentation, policies and procedures, and long-form marketing content.
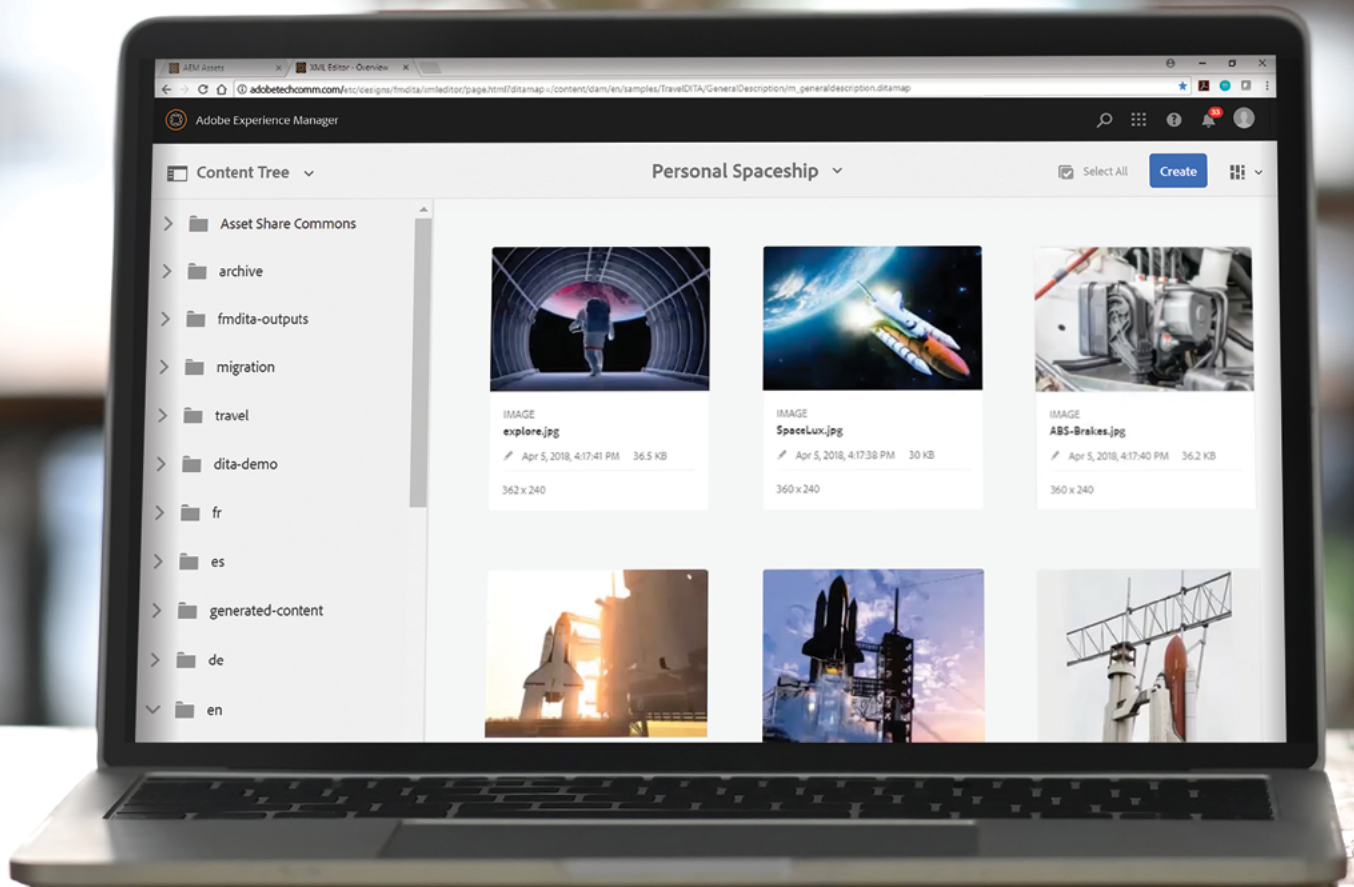
Solve a range of content-related challenges

As organizations scale up, it becomes imperative to take control of content and the workflows that create, maintain and publish it. The endeavor is to deliver a consistent experience at every touchpoint, keep it error-free across versions and languages, and make it modular so it can be moulded to meet every kind of customer need.

Experience-driven product documentation

Scale content creation and deliver a rich, rewarding experience (consistent across pre- and post-sale) for product documentation, information manuals and more.

Meet the growing demand for documentation without compromising on experience

Organizations are facing a growing demand for documentation that caters to hundreds and thousands of product variants and SKUs. However, scaling content creation is a huge challenge because of various inefficiencies:

- **Inefficient review and collaboration:** Organizational content workflows, more often than not, lack a robust review and collaboration framework; and hence, fail to keep authors and content contributors informed of the multitude of changes/versions in a documentation lifecycle.

- **High total cost of operation:** Piecemeal, disjointed solutions from multiple vendors make problems even worse while driving the cost of operation higher, posing a massive challenge for IT teams.

- **Poor documentation experience:** Most documentation portals are not easily searchable and consumable, the experience isn't interactive, and often just have clunky, static, monolithic PDFs.

- **Inconsistent content experience:** Providing a consistent experience with the rest of the website, especially marketing content, is a big challenge.

Adobe can help

With a robust, scalable CMS like XML Documentation for Adobe Experience Manager, documentation teams can improve business agility, performance and reliability. The solution can result in:

- **Higher productivity:** With powerful review and next-gen collaboration, authors can do more in less time.

- **Faster time-to-market:** Agile publishing workflows mean quicker content updates for enterprise content, even with last minute changes.

- **Lower costs:** Eliminate the time and costs associated with managing multiple CMSs including deployment, maintenance and training. Also, drive down translation time and costs through effective content reuse.

- **Increased website traffic:** A consistent structure with organized management of metadata dramatically improves search engine optimization (SEO), leading to easy discovery of content.

Risk-free standards and policy content management

Ensure complete accuracy through controlled updates to international standards, policies and procedures, and regulatory compliance content.

Make content management error-free

Government and industry regulations change frequently and often vary by region, leaving organizations with short turnaround times to react and make mandatory content changes. This exposes organizations to a number of big risks:

- **Huge reputational and financial risk:** An inability to keep international standards, regulatory compliance, policies and procedures, and other similar content error-free can lead to punitive lawsuits even for minor content inaccuracies.

- **Regulatory compliance risk:** An unstructured and decentralized approach makes it difficult to maintain consistent information across various channels leading to a compliance risk, especially in highly regulated sectors.

- **Adherence to mandatory standards:** A worldwide audience means that it might be mandatory to make the content available in certain formats and languages, which may be difficult to service unless the CMS is capable of it.

Adobe can help

With an enterprise-class CCMS like XML Documentation for Adobe Experience Manager, organizations can improve business agility and quickly adhere to regulatory standards while maintaining consistent and error-free documentation. The solution helps to:

- **Maintain content consistency:** A centralized repository and single-sourcing drive higher productivity through efficient content reuse, and make source updates immediately reflect everywhere.

- **Preserve content integrity:** Powerful version management helps keep an audit trail and content integrity.

- **Ensure publishing preparedness:** Content health reports which flag untranslated or out-of-sync content can ensure publishing preparedness for complete compliance.

- **Maximize user reach:** Omnichannel delivery of content ensures easy access across websites, mobile apps, knowledgebases, CRM platforms, IoT apps, chatbots, PDF, HTML5, EPUB, Kindle, and more.

- **Quicker content updates:** Faster publishing workflows allow for last minute changes and incremental updates to reflect everywhere at the earliest.

Personalized long-form marketing content

Make long-form marketing content ready for last-mile personalization and multichannel delivery at scale.

Create and deliver content tailored for your customers

Organizations need to ensure that every interaction across touchpoints is tailored to their customers' interests. Some common obstacles that come in the way of this endeavor are:

- **Explosion of marketing channels:** Managing personalization for huge volumes of content and delivery variants becomes a big challenge.

- **Lack of personalization for long-form content:** While most CMSs allow personalization across short-form marketing content, the lack of intrinsic 'intelligence' in long-form marketing content restricts marketing teams to dynamically serve up content snippets based on audience profiles.

- **Need for advanced authoring capability:** Marketers are looking for a more powerful authoring experience which can enable content reuse.

This leads to the experience falling short of expectations when customers look for relevant information. It's high time content marketing teams figure out a truly scalable solution for this.

Adobe can help

XML Documentation for Adobe Experience Manager gives teams a user-friendly and powerful authoring platform for creating long-form content that is granular, structured, presentation-agnostic, and variant-free. It ensures:

- **Powerful authoring:** Author structured content easily to enable efficient content reuse.

- **Scalable personalization:** Structured content adds the extra layer of intelligence that can be leveraged while delivering information to customers across channels for a truly personalized experience at scale.

- **Omnichannel experiences:** Engage customers across the entire journey by delivering content across websites, mobile apps, knowledgebases, CRM platforms, IoT apps, chatbots, PDF, HTML5, EPUB, Kindle, and more.

Powerful features for maximum productivity and exceptional experiences

Designed for technical documentation, IT and marketing teams, XML Documentation for Adobe Experience Manager gives content structure to make it scalable and experience-driven. With an overwhelming demand for content across multiple channels, we know how challenging it can be to streamline workflows from creation to delivery, go to market faster, and make every customer interaction impactful.

Web-based content creation

Hit the ground running with the easy-to-use WYSIWYG web editor to create granular, presentation-agnostic, variant-free content. Migrate content from Word, XHTML, IDML and more to DITA with the out-of-the-box ingestion framework.

Easy content migration: Migrate existing content to DITA from formats like Word, XHTML, IDML, custom XML, unstructured FrameMaker and more, with automated conversion and validation. Customize the process to meet your conversion needs with minimal configuration or extensive REST-based APIs.

Built-in web editor: Create granular, presentation-agnostic, variant-free content with an easy-to-use web editor that is directly accessible from Experience Manager's main navigation menu.

Simplified authoring experience: Leverage customizable menus and a quick access toolbar. Easily choose a theme and set user/admin preferences. Speed up file access for authoring with repository level search, map view, favorites panel and reusable content panel. Add images, multimedia, YouTube links, tables, paras, conditions, glossary, fragments, lists, keywords and special characters through toolbar menus. Upload assets directly to the web editor, view and merge topics, or map level differences. Customize the list of elements and attributes for authors and assign them friendly names.

Easy DITA authoring: Easily author DITA content for DITA 1.3, 1.2, 1.1, LwDITA and any specializations. Multiple authoring modes makes it easy for subject matter experts and casual contributors to author even without XML or DITA programming skills.

Advanced DITA authoring: Empower DITA experts with powerful authoring features like content reuse, inline tags, element path breadcrumbs, conditional tagging, properties panel, full tags view and keys. Do more with broken links report, find and replace within multiple files, drag and drop elements across multi split editor window. Validate content against enterprise level taxonomy with spell check. Create mathematical equations or chemical formulas with a simple UI widget. Manage topic templates directly from the web editor.

Comprehensive map editor:
Author the map faster and easily with simple drag-and-drop capabilities. Quickly find and insert content using search and filters. Take actions on multiple topics at one go with bulk check-in and check-out. Author topics in the context of the publication with document view. Preview the entire publication using the map level preview.
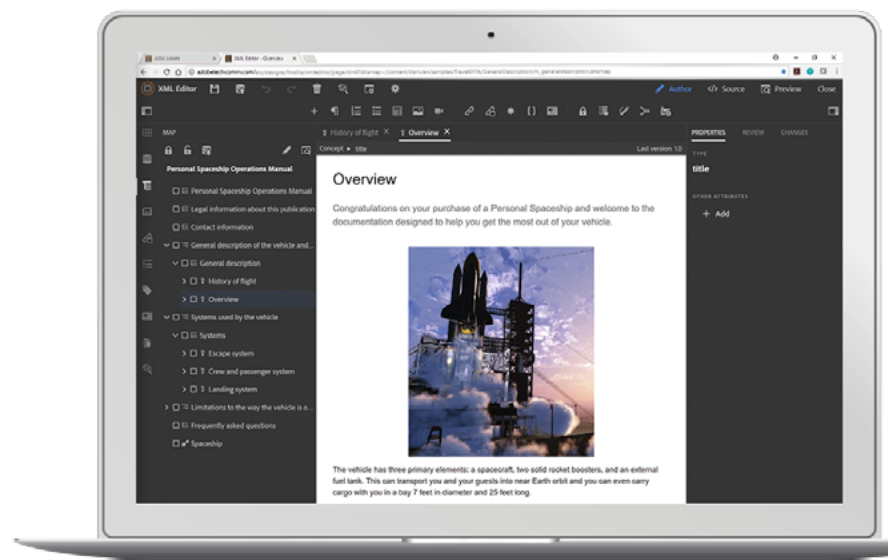
Structured content management

Leverage best-in-class content management capabilities like advanced content reuse, version management, link management, search and tag management, translation workflows and content health reports to assume complete control of your content.

Advanced digital asset management: Manage all digital assets, like AI, PSD, EPS, SVG, raster images, MP4, etc., within the same repository. Reduce the effort for updating assets with automated creation of different resolution renditions. Connect it with Adobe Creative Cloud for file sharing and syncing.

Industry-leading translation management: Integrate with leading translation vendors using built-in connectors that automate translation workflows. Reduce time and costs with detailed dashboards that identify untranslated and out-of-sync content. Quickly filter content that needs translation using advanced techniques like baseline and date stamps.

Advanced link and dependency management: Keep track of where content is reused with powerful link and dependency management. Move, rename, or translate content while automatically keeping forward and backward references intact. Warn users when they delete content being reused elsewhere.

Comprehensive search and tag management: Personalize the end user content experience by using advanced tag management capabilities to build your own tag libraries. Find relevant content with faceted search functionality. Bulk tag content within the context of a map.

Powerful version management: Easily manage multiple publication versions and look up older versions within the same hierarchy and baselines using capabilities like version comments and history, version preview, version compare, version diff and merge, version labelling and branching.

Native integration with Adobe FrameMaker: Enjoy deep integration with FrameMaker and access version management, search, and review capabilities from within FrameMaker itself.

Connect with Oxygen XML Editor: Connect to the Oxygen XML Editor to author offline and publish directly to the web. Browse and search, export or import map, mark a folder as favorites for faster access, check-out edits and check-in files using the connector.

Easy automation using APIs: Automate the entire workflow—content ingestion, post processing, publishing, and archiving—using REST APIs. The APIs allow integration of any offline DITA editor or existing content repository, and enable labelling of topics, maps and use of baselines for publishing.

In-depth content health reports: Monitor content health using detailed reports that list broken links and references, and the review status of all topics. Ensure publishing readiness by performing comprehensive sanity checks. Track adherence to reuse guidelines with the content reuse report.
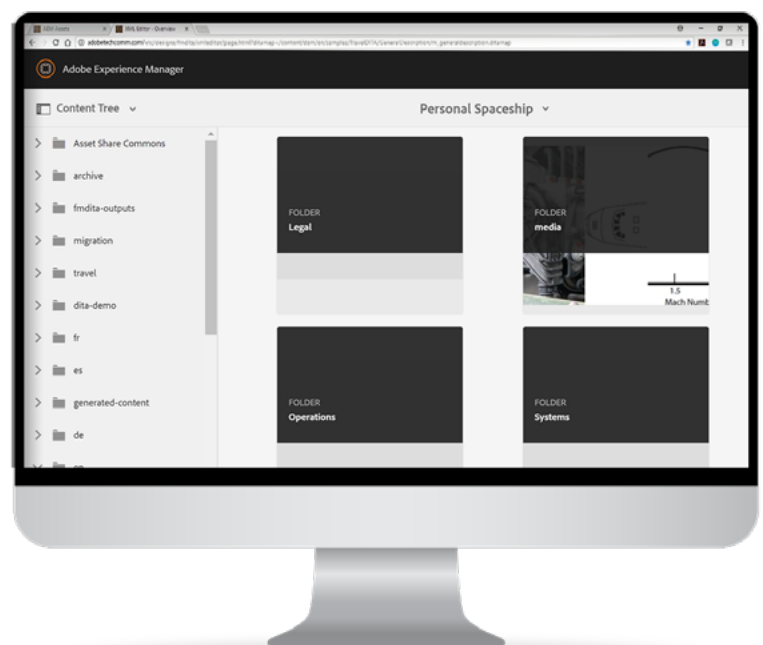
# Web-based review and collaboration

Save time and effort through a web-based review workflow. Allow multiple authors and reviewers to collaborate simultaneously even when operating remotely. Use projects to assign roles and track progress.

Track changes: Preserve the context of the original topic while allowing multiple users to collaborate and make changes on the same topic—which can then be accepted or rejected by the original author. Easily preview the original topic or the changed topic with the marked-up content.

Seamless web-based review experience: Allow multiple authors and reviewers to simultaneously review same or different versions of a topic or publications. View topics one by one or as a whole publication and review even unassigned topics. Provide inline review with content insertion, deletion, highlighting and commenting. Attach reference documents accessible to authors/other reviewers while reviewing the individual topics or publication. Import review comments with a single click and track changes to accept/reject suggestions easily.

Powerful project and workflow management: Collaborate with team members using projects, workflows and tasks. Use projects to track progress and assign different roles to team members. Ensure compliance with business processes by automating the delegation of tasks with completely customizable workflows.

Reviewer dashboard: Track the progress of ongoing review tasks and access the history/audit trail of past tasks. Get metrics such as a reviewer level status of topics reviewed, number of comments made and last accessed time. Task initiators can modify task details or reassign topics.
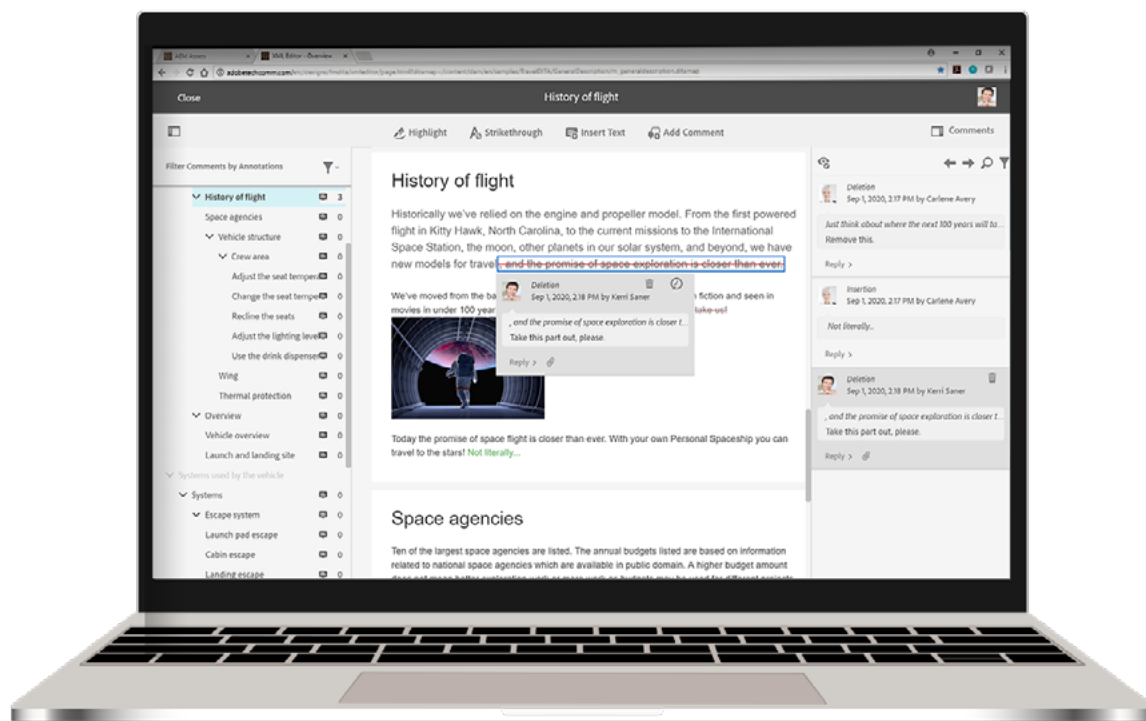
Immersive, omnichannel content experiences

Accelerate content velocity by easily delivering XML and non-XML content to Adobe Experience Manager Sites, mobile apps, knowledgebases, CRM platforms, IoT apps, chatbots, PDF, HTML5, EPUB, Kindle, and more.

Take DITA content to Experience Manager Sites: Accelerate content velocity by directly publishing DITA content to Experience Manager Sites as dynamically updated pages, with minimum dependence on IT and without any intermediate conversion to HTML.

Best-in-class multichannel publishing: Make content accessible across devices with easy publishing to Experience Manager Sites, Responsive HTML5, mobile app, PDF, EPUB, Kindle and more. Deliver highly relevant content experiences by customizing output.

Single platform for all content: Deliver a consistent customer experience pre- and post-purchase with the ability to author, manage and deliver technical content alongside marketing content on Experience Manager. Implement a unified content strategy that ensures content integrity across your website.

Enterprise-class publishing: Easily manage large volumes of content and frequent publishing needs through batch and scheduled publishing. Use baseline publishing to manage documentation across product versions. Make quick content updates with the ability to publish topics incrementally within a publication.

Integration with publishing solutions: Integrate with other publishing solutions using out-of-the-box APIs to export DITA content along with DTDs. Automate publishing tasks with post output generation workflow integrations.

Content as a Service: Make content easily accessible across channels using REST APIs for headless use cases. Query content across websites, support portals, mobile apps, knowledgebases, CRM platforms, IoT apps, chatbots and more from a single source, based on taxonomy, classification and semantics.
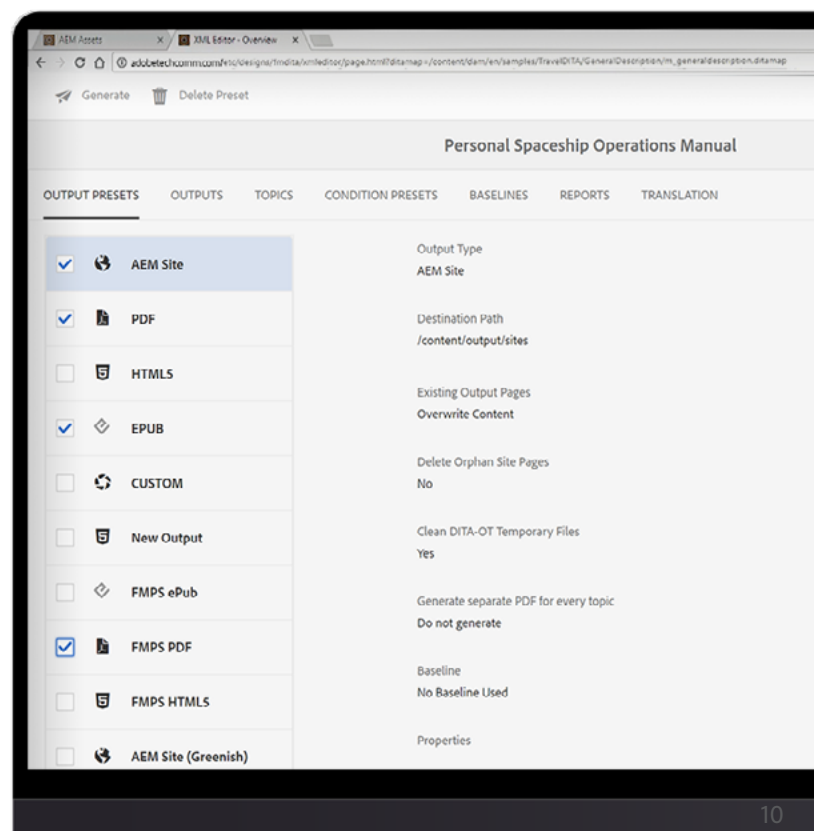
What sets us apart

Adobe Marketing Cloud integration

Harness the power of One Adobe Solution by leveraging integration with Adobe Marketing Cloud solutions like Adobe Analytics and Adobe Target which allow granular-level tracking of content consumption patterns and even re-targeting consumers with contextually relevant marketing content based on the kind of technical information being consumed most.

Out-of-the-box content migration

Take advantage of a first-of-its-kind, out-of-the-box content ingestion framework to migrate content from Word, XHTML, InDesign, custom XML, and unstructured FrameMaker, and automatically convert it to a standard format like DITA.

Publish XML/DITA content to Experience Manager Sites

Publish XML/DITA content directly to Experience Manager Sites without any intermediate conversion to HTML, thus speeding up content delivery with minimum dependence on IT teams.

Get more value out of your Adobe Experience Manager investment
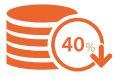
Reduce total cost of ownership by up to 40%

- Eliminate the time and costs for managing multiple CMSs, including purchase, deployment, integration, maintenance and user training

- Shorten the learning curve and decrease training costs because users are already familiar with Adobe tools and systems

- Empower author to do more in less time though efficient content reuse, advanced search and find, powerful review and approval, and next-generation collaboration features

- Significantly reduce localization time and cost by streamlining complex workflows, providing in-context translation packages to vendors, and avoiding redundant or erroneous translations

Make content velocity up to 3x faster

- Empower authors to single-source and seamlessly publish DITA content with a single click by leveraging the native DITA support in Experience Manager

- Accelerate time to market through incremental updates to content, eliminating the need to republish them completely

Deliver a consistent experience across touchpoints

- Offer consistent content experiences across touchpoints, such as pre-sales (marketing) and post-sales (help, customer support) to drive higher customer satisfaction, loyalty and demand

- Eliminate redundant and inaccurate content

Leverage a single Adobe platform for end-to-end content management needs

- Empower teams with industry-leading solutions that work together and have a shorter learning curve

- Harness the power of Adobe Experience Cloud to integrate analytics and drive social engagements

- Manage and access digital assets easily with dynamic renditions and native integration with Adobe Creative Cloud apps

Organizations are doing more with their content than ever before

Palo Alto Networks improves content experience, reach and velocity.

| Faster publication for complex documentation

| Uniform website experience for all content

| 250% greater user reach by delivering more content

| Seamless workflow for greater productivity

" The XML Documentation for Adobe Experience Manager proved valuable in our delivery of top-notch technical documentation that seamlessly integrates with our web experience. This new product allowed our writing team to continue to easily use FrameMaker and deliver web-based, SEO optimised DITA content. "

Laralyn Melvin
VP, Technical Publications, Palo Alto Networks

Watch the video   Read the story   See their documentation

Briggs & Stratton creates responsive PDF and web manuals with flexible and efficient DITA workflows.

| Published DITA content to many platforms, including PDF and responsive web manuals

| Reduced translation costs by 25% by streamlining management time and redundant translations

| 15% increase in content reuse in six months

| Created a single source for content, eliminating use of unstructured content

" With XML Documentation for Adobe Experience Manager, we can author, manage, and publish DITA content for multiple technical publications all within one solution. "

John Piechowski
Director, Dealer Support, Briggs & Stratton

Read the story

![Adobe logo]

Collaborating on delivering self-service content.

Encouraged contributions from partners, customers, and product experts, leading to higher quality content

Saved $500,000 in annual localization costs while achieving 100% localization coverage in 10 languages

Achieved turnaround time of less than 24 hours for content, including full localization into 10 languages, compared to what used to take weeks

6,500% increase in search impressions through Google, allowing customers to find content much faster

> With our new workflow including XML Documentation for Adobe Experience Manager, we're building a platform to create more and higher-quality content that meets all of our customers' self-service needs.

Paul Gilliham
Director, Self-Service Excellence, Experience Cloud, Adobe

Read the story   **See their documentation**

Let's talk about what XML Documentation for Adobe Experience Manager can do for your business.

✉ techcomm@adobe.com

📞 +1-408-536-1144

f	www.facebook.com/adobetcs	in	www.linkedin.com/company/adobetcs/
🐦	www.twitter.com/AdobeTCS	b	blogs.adobe.com/techcomm
▶	www.youtube.com/AdobeTCS		partners.adobetechcomm.com

Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com