



“Getting the right information,
at the right time, in the right place
is a strategic advantage”



Whitepaper

IT Consulting for Government Publishing

Mission:

Our mission is to create high-end publishing solutions that improve the quality and reduce the cost of maintaining and delivering information. We provide IT Consulting expertise on the following:

1. Information Design
2. Publication Process Design
3. Content Management Selection & Integration
4. Legacy Content Conversion

Including expertise in taxonomy development, outsourcing, software development, management of business, publication and manufacturing operations along with content conversion and digitization.

Contact:

WOLFF & Associates, LLC.

11805 W. Arlen Drive
Boise, Idaho, 83713
(208) 939-0975
info@scottwolff.com

SDB (Small Disadvantaged Business)
WOSB (Woman Owned Small Business)
DUNS: 826044823
CAGE: 532P4

Introduction

Getting the Right Information

Information is a mission-critical asset. Operational information, policies, procedures, protocols, regulations and warnings can play a critical role in the overall success of your organization’s mission. Getting the right information at the right time, in the right place, and in the right form can make the difference between success or failure, or even life and death.

WOLFF & Associates provides expertise in information design and processing. Let us show you how to improve your publications and the processes used to create them.

Benefits

- Content changes can be tracked and managed throughout the publication process for controlling legislation, procedures manuals or web sites.
- Publication responsibility can be delegated to a geographically distributed content development team for collaborative development.
- Content consistency is improved and development costs are dramatically reduced by componentizing information into reusable parts.
- Desktop publishing is automated, eliminating layout and formatting costs and increasing the speed of publication.
- Save time publishing to multiple formats simultaneously. Produce PDF for hardcopy and HTML for the web at the same time.
- Content is moved off desktops and onto centralized servers for enhanced security and finite control over content access at the component level.
- Sensitive information can be filtered to address national security requirements under the freedom of information act.
- Information structure is designed for the end-users, ensuring that the information is consistent and easy to locate and use.

Information Design

Whether your organization is responsible for developing field repair manuals for the Hummer, a maintenance manual for an F22 Fighter Aircraft or procedures for Homeland Security, we can determine what information is needed and how to organize that information into easy, intuitive topics that support your goals. We do not write manuals; we architect information

structures, processes and customize systems enabling writers to create consistent objectives-focused information that flows directly into manuals, web pages and help systems.

We utilize a task-focused information approach that enables quick and easy identification and organization of information so that personnel can focus on time critical tasks rather than wasting time locating and interpreting instructions. Our Approach to information architecture assures your audiences success by addressing the specific needs of individual roles, such as maintenance technicians and equipment operators.

NAICS & SIC Codes for FBO.gov

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|---------|--|
| SIC: 73 | Business Services |
| 7371 | Computer Programming Services |
| 7373 | Computer Integrated Systems Design |
| 7379 | Computer Related Services, Not Elsewhere Classified |
| SIC: 87 | Engineering, Accounting, Research, Management |
| 8748 | Business Consulting Services, Not Elsewhere Classified |
| 8742 | Management Consulting Services |
| 9199 | General Government not Elsewhere classified |

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|--------|--|
| NAICS: | |
| 518 | Data Processing, Hosting and Related Services |
| 518210 | Data Processing, Hosting, and Related Services |

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| 519 | Other Information Services |
| 519190 | All Other Information Services |

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| 5415 | Computer Systems Design and Related Services |
| 54151 | Computer Systems Design and Related Services |
| 541511 | Custom Computer Programming Services |
| 541512 | Computer Systems Design Services |
| 541513 | Computer Facilities Management Services |
| 541519 | Other Computer Related Services |

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|--------|---|
| 5416 | Management, Scientific, and Technical Consulting Services |
| 54161 | Management Consulting Services |
| 541611 | Administrative Management and General |
| 541612 | Human Resources Consulting Services |
| 541613 | Marketing Consulting Services |
| 541614 | Process, Physical Distribution, and Logistics Consulting Services |
| 541618 | Other Management Consulting Services |

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| 5419 | Other Professional, Scientific, and Technical Services |
| 54199 | All Other Professional, Scientific, and Technical Services |
| 541990 | All Other Professional, Scientific, and Technical Services |

Services

Every branch of government, whether military, fire, police, legislative or homeland security, requires content to communicate and execute. WOLFF & Associates is dedicated to helping government organizations implement eXtensible Markup Language (XML) and Component Content Management System (CCMS) technology to achieve that goal. Now is the time to transform your organization into a task-focused organization



IT Consulting



which meets its objectives by utilizing technology. Let us help:

- Show you how to dramatically reduce the cost of information development
- Assess your current information development process
- Create action oriented documentation to facilitate success in the field under fire
- Create an information taxonomy to organize your information assets according to usage requirements
- Define an information model and metadata plan based on use case analysis
- Create a componentized content reuse strategy for consistency
- Enable multi-lingual publications support to meet global communication requirements
- Eliminate costly time consuming manual Desktop publishing (DTP)
- Reduce your Time to Market (TTM)
- Show you how to create a documentation customization strategy to support special operational requirements
- Choose a CCMS application which integrates with organization system standards
- Improve the quality and consistency of your content

Give your organization the tactical advantage of action oriented information.

About the Technology

XML: DITA, S1000D, Docbook

Today, all government publications with long term value should be captured in XML. Application life expectancy can be as little as two years, while operational life expectancy for manuals and procedures may exceed ten years. The use non-proprietary standards for tagging, organizing and producing your information protects your information investment. Ensure that your organization's information assets are application independent. WOLFF & Associates employs state-of-the-art information publishing techniques utilizing open XML standards such as S1000D and Darwin Information Typing Architecture (DITA). XML is a metalanguage, a language used to create



other languages. DITA, S1000D and Docbook are specific XML languages often referred to as XML vocabularies. DITA and S1000D are topic oriented vocabularies that describe information as a set of information topic types. S1000D was originally an international specification for the procurement and production of technical publications for military aircraft. Docbook utilizes a more traditional monolithic book approach, its vocabulary describes book structure such as chapter and section. DITA and Docbook are maintained by the Organization for the Advancement of Structured Information Standards (OASIS), while S1000D is maintained by Technical Publications Specification Maintenance Group (TPSMG).

Utilizing an open standard vocabulary insures that Off-the-Shelf applications can be implemented at minimal cost, while leveraging support of the open source community. A standard vocabulary facilitates information exchange between machines in much the same way that using the same spoken language facilitates communication between people. WOLFF & Associates advocates implementing XML based models, choosing the model that is right for your organization.

Topic Based

XML based standards such as S1000D and DITA are based on a topic paradigm. Each topic addresses a specific identifiable

end user information need. Topics are the ideal granularity for content reuse because each topic addresses a specific subject or answers a specific question. Therefore, topics contain sufficient context that they are highly effective as reusable modules and also facilitate localization contextual requirements for translating into other spoken languages.

The fundamental building blocks of the topic based information model are the task, concept and reference information types. These topic types can be extended to create more specific information types. Each topic is typically managed as a separate file. Topics are then assembled into documents and web publications by reference. Many different publications can make reference to and reuse the same set of topics. Further, topics include metadata that can be used to filter content during publication, allowing multiple audience contexts to be supported using the same topic, rather than creating a separate topic for each variant audience the topic supports. Conditional Publishing (Profiling) is the process of including, excluding or flagging content based on attribute values. Conditional Publishing provides an excellent way to augment a reuse strategy by allowing your organization to create audience or product specific documentation without having to manage additional topics. Conditional Publishing is sometimes referred to as "Profiling", "Filtering" or "Effectivity".

The use of an XML based topic structure will enable your organization to reuse the same information (single sourcing) to support a number documents without needing to rewrite or re-translate information. Creating an XML based authoring process can reduce the cost of creating and maintaining information by 50% to 90%.

Customization

If you are supporting a product such as a weapons platform that must be customized to meet special operational needs, other organizations can leverage the original content and make changes to extend and refine information pertaining to the portion of the platform that has been customized. Content customization is an effective strategy when supporting a base product that must be extended or customized. Organizations can create and share content so that rapid customization is possible without having to re-write an entire manual. Conditional publishing techniques and customized publications make it easy to support a variety of audience specific requirements.

Automated Desktop Publishing

By separating content (text), structure (publications) and presentation (format) reuse of information assets can be maximized. XML based topics can be reused by many different publications and then formatted using eXtensible Style Language Transform (XSLT) style sheets to generate HTML

and PDF. XSLT is a transformation standard and eXtensible Style Language - Formatting Objects (XSL-FO) is a pagination specification for formatting XML into hardcopy. XML, XSLT and XSL-FO are recommendations defined by the World Wide Web Consortium (W3C) and OASIS. By using XSLT to transform XML into other presentation oriented formats any number of different deliverable formats can be supported from the same source content.

Content Management

Do you have a lot of information to manage? You need a CMS (Content Management System). CMS technology enables a remote and uncoordinated group of authors to operate as a highly effective, collaborative team. With the assistance of the right CMS application, you can develop and localize your content assets in parallel. You can create a consistent workflow which supports your business rules, and you can ensure that key activities, such as approvals, occur before content gets published. Change control and tracking is an important requirement for applications such as legislation, and where secured document access and change tracking are required.

Technical publications benefit from a CCMS to support a component level content reuse strategy. When combined with a Document Management System (DMS), or a Web Content Management System (WCM), or a Computerized Maintenance Management System (CMMS) or an Enterprise Content Management System (ECM) your organization can create and manage information throughout the information lifecycle.

WOLFF & Associates can develop a CMS strategy to address all your information publishing requirements. As a government organization, a great deal of content development is outsourced. It is vital to gain control over all the information assets developed in house and under contract by external organizations.

CCMS systems also support the review process. Send only the content of interest to specific Subject Matter Experts (SME's). Capture reviewer comments as annotations, and track the disposition of SME comments to ensure that authors have considered all the input.

By developing a CMS strategy, you can ensure your organization has control over your content; who has access and what rights content providers have within the system to change or view the content. If the next generation of weapons platform or procedures is contracted to a different entity, the content is ready and immediately available to be leveraged.

CCMS Selection

CCMS technology can be difficult to understand and compare. Every vendor is committed to making a sale, how do you know the application you are purchasing is the right one for your organization? WOLFF & Associates will help you create a comprehensive set of CCMS requirements that capture all the aspects of the CCMS. Then send the critical requirements to potential CCMS vendors and begin to assess which applications will best meet your teams' needs. As an IT partner, we provide vendor independent application assessments. We are dedicated to helping you make the right choice. When you consider the cost, frustration and lost time and effort for making the wrong decision, having an independent expert makes sense. Not understanding the technology can result in frustration and failure. What will it cost you if you commit your organization to a promising future and fall short of delivering, creating organizational angst. Let us take the guess work out of what works and help you build a world class solution for your business.

IT Consultants for Publishing

You need a partner that is dedicated to providing you with the guidance required to understand technology. Turn your organization into a publication powerhouse, one that supports end-users' needs for highly effective content at minimal cost.

WOLFF & Associates is a registered Woman Owned Small Business that provides the expertise needed for you to create a successful publishing strategy. Our services are utilized by fortune 500 companies to create world-class publishing solutions. WOLFF & Associates provides Information Architects, Programmers, Project Managers and Services for transforming and publishing your content.

A Trusted Partner - WOLFF & Associates, LLC.
your "Information Architects for publishing"

Call or e-mail us:

WOLFF & Associates, LLC.
www.wolffassoc.com
208-939-0975

Davonna@scottwolff.com Scott@scottwolff.com



Keywords: SDB, WOSB, Information Design, Task Analysis, Single Sourcing, Content Management, S1000D, DITA, XML, SGML, Conditional Publishing, Profiling, Effectivity, Metadata, Taxonomy, Customized Manuals, Technical Publishing, Component Content Management System, CCMS, WCM, Web Content Management, Online help, PDF, HTML, Process Design, Management Consulting, Change Management, Process Design, Business Intelligence.