



# Understanding DITA's Rapid Adoption

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# DITA in 45 Seconds

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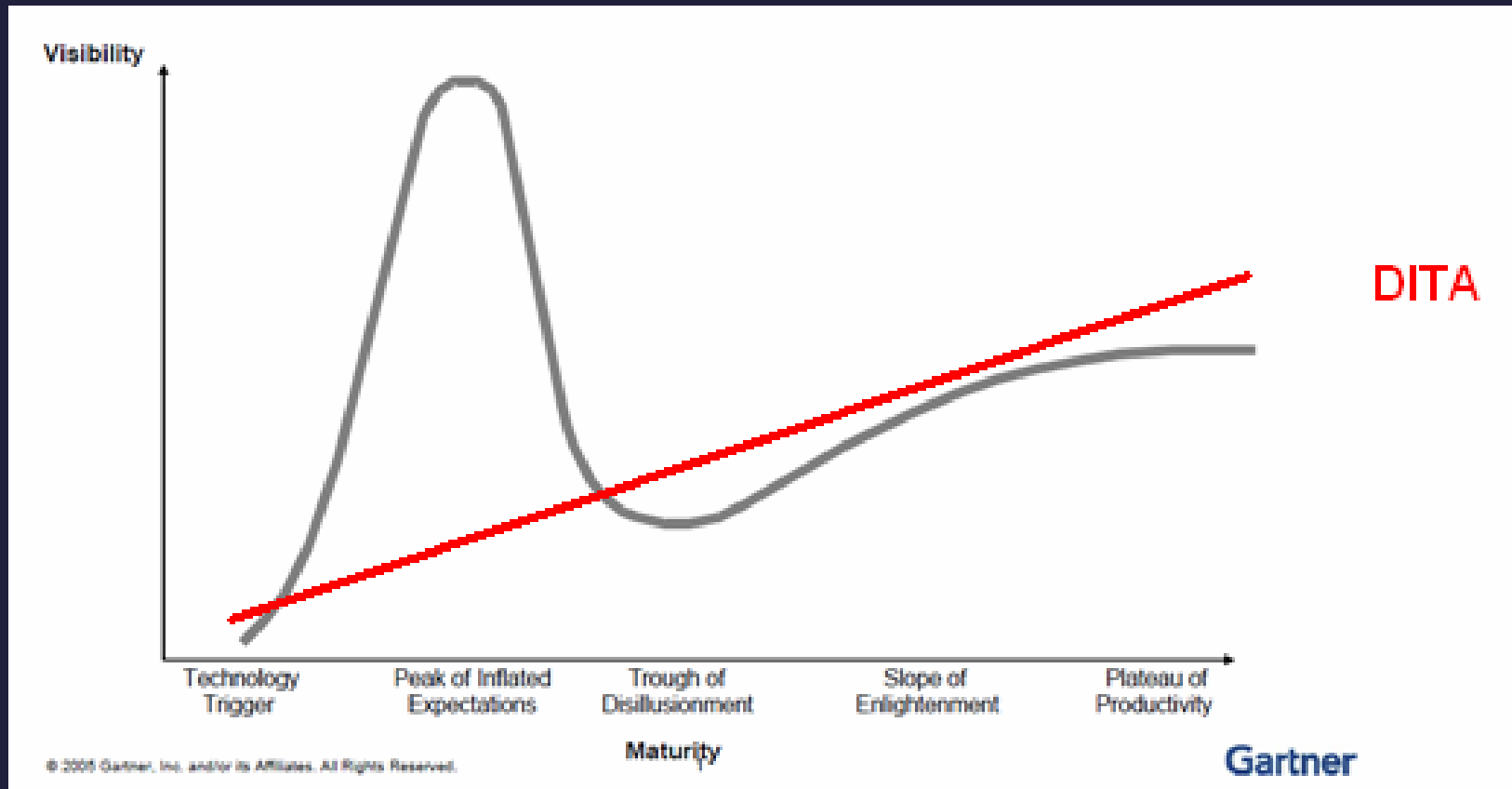
- Darwin Information Typing Architecture
- Standards-based approach to developing product support content
- XML DTDs/schemas and stylesheets
- Developed at IBM, now managed by OASIS
- First version published in May 2005
- The topic is the thing
  - Supports topic-oriented development
  - Core types are task, concept, and reference

# Here's the amazing thing... people are actually using it

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- IBM of course
- Nokia
- The case studies discussed here
  - Autodesk and Adobe
- Almost a dozen other companies we interviewed and queried
- Many other announced deals and commitments

# DITA: Defying the Hype Cycle?



# The Evidence?

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- Users are leading the charge
- Vendors are in, but not the thought leaders
- Consultants are in, but also not the thought leaders
- Actual usage is well ahead of the hype
- Other measures of user activity
  - Online groups
  - Regional SIGs
  - Webinars and Seminars

# Why are people using it?

- Standards based, XML, Blah, Blah, Blah
- Topic orientation
  - in tune with how information developers want to work
- Able to readily conceive methods of reuse
  - Adobe = common functionality and GUI
  - Autodesk = core of AutoCAD functionality across products
- DITA Open Toolkit
  - Available rendering to print, Help, HTML
- Specialization
  - Maintainable, productive means for extensibility

# The case studies: Adobe

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- Documentation and Help for Creative Suite 2
- Released in April 2005
- 196 documents, 110,000 pages, 20 languages
- English first, followed by French, German, and Japanese
- Phased releases for remaining languages
- Entire release done in DITA

# The case studies: Autodesk

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- Myriad of products, with many based on flagship AutoCAD product
- Similar mix of documentation and Help
- Already producing DITA-based content in more than 15 languages
- Have developed highly automated tools for batching print and Help directly from XML
- Have used specialization to accommodate different groups within the company

# Common themes and lessons learned

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- Single sourcing is great but the real payoff is from reuse
  - Potentially enormous savings
  - Greater quality
  - Greater control
- Savings in localization and translation are significant
  - Very quick ROI
- Users “get” DITA

# Implications from the research

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- DITA clearly meets the needs of this market
- Together, DITA, reuse, and localization are very compelling
- Users get it and are productive with it
  - Core semantics are obvious
- Suggests many other uses for DITA
  - User-contributed content (CRM, customer support)
  - Internets and Intranets
  - Structured blogging and wikis

# Questions?

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