



Ryff•ine

Siemens Healthcare

PATH TO STRUCTURED CONTENT



Overview

- The problem
- Our approach
- Estimated costs
- Next actions

The problem



1. With new product launch and the demand/scrutiny involved, the current (DTP) design and tools and the limitations in scaling that model are untenable.
2. With an unstructured ecosystem, Siemens is tied to the railroad track, and the train is a'comin'.
3. Anxious, slightly overwhelmed. But if the docs look good for this new product launch, people will notice.
4. There's no need to be in unstructured content, or proprietary frameworks. The structured content market for tech comms is mature, and thriving.

Ryffine's approach



- We understand the ocean of content is overwhelming. We've seen it before. Siemens HC needs a plan and a framework to help you do great work.
- We've been helping organizations move to structured content for more than a decade now. Emphasis on orgs -- we just don't "put it in XML."





Ryffine's approach

1. Do a **gap analysis** for the upcoming change.
2. From the results, develop your **business case** and an **adoption roadmap** for going forward.
3. **Work the plan** in small increments showing improvement at each one and iterating.
4. Take the sum of the parts and **deploy**.

We can do a small engagement to do steps 1 and 2 above, and if you don't like the plan, you don't have to do it. Or you can work it on your own.

Phases





Work the first two steps now

1. Do a **gap analysis** for the upcoming change.
 - Ryffine facilitates gap analysis at Siemens
 - Ryffine works with Siemens to interpret results
 - Ryffine delivers recommendations to key Siemens stakeholders
2. From the results, develop your **business case** and an **adoption roadmap** for going forward.
 - Based on gap findings, write business case for structured authoring adoption
 - Based on recommendations, develop project plan to close the gaps

Structured content gap analysis



Gap Analysis

- A gap analysis will measure the gaps in Siemens content strategy, structure, technology, and organizational makeup
- It will provide measurable actions for what needs to happen to close each gap, and allow for the prioritization of those actions
- Inherent in gap analysis is the definition of a future **vision**

Activities



Gap Analysis

Agenda

A.M.

- Welcome
- Future state
- Current: Overall
- Current: Content development

P.M.

- Current: Content management
- Current: Content delivery
- Current: Organizational
- Rollout considerations
- Next steps



Systems, Inc. Technical Publications

IS		AGENDA
		<ul style="list-style-type: none">• Welcome and Introductions, Vlad (15)• Overview of Q2 Technical Publications transformation effort, Vlad and Bill (15)
		<ul style="list-style-type: none">• Overview presentation, Bill Gearhart (15)• Industry snapshot presentation, Bill Gearhart (30)• Q2 vision, Group (15)
10:30 a.m. – 12:00 p.m.	Current state – Q2 Technical Publications Group 1 Understand current ways of working <ul style="list-style-type: none">• Products supported• Team makeup, roles and responsibilities• Release cycles• Info development lifecycle and workflow• Tools• Metrics• Collaboration methods (intra-team and with product teams)	Q2 Technical Publications Bill Gearhart Capture current state, Group <ul style="list-style-type: none">• What? Team focus (30)• What? Information requirements (30)• How? Process, tools (30)

Outcomes



Gap Analysis

- Findings & recommendations report
- Stakeholder presentation (remote)

¹ Summary of recommendations


Ryffine recommends these broad actions for ~~Chase Merchant Services~~ Tech Writing teams to fill the gap between the current and future states. The groupings below are according to high-level categories and objectives. The layout in the detailed sections of the report are chronological, by project phase.

- Establish a disciplined engineering approach to content.
 - [Standardize the content development process](#) on page 7
 - [Define user information needs](#) on page 9
 - [Create an information model and authoring standards](#) on page 13
- Generate a cultural shift to facilitate broader collaboration.
 - [Standardize the content development process](#) on page 7
 - [Set up a DITA transition core team](#) on page 7
 - [Align roles and responsibilities, measure results](#) on page 8
- Create a state-of-the-art Developer Center portal.
 - [Define an engagement model for user experience in the Developer Center portal](#) on page 11
 - [Enable a state-of-the-art Developer Center portal](#) on page 16
- Select an enterprise tool set to support content goals.
 - [Select tool set that makes it easy for writers to comply with standards](#) on page 16
 - [Create publishing pipeline transforms](#) on page 19
 - [Implement Schematron](#) on page 20

Adoption roadmap



Adoption
Roadmap

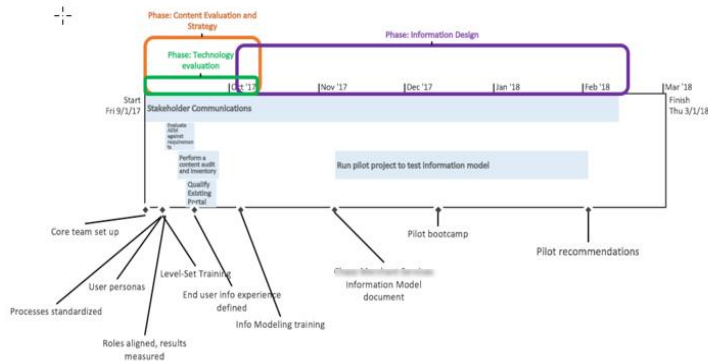
- 
- Driven by gap analysis findings, a roadmap can be created with realistic:
 - Schedule
 - Sequencing
 - Resource profile
 - Monetization plan
 - The roadmap should include:
 - Short-term plan (Pilot or PoC)
 - Longer-term roadmap

Activities



Adoption Roadmap

- Project plan development
- Regular information gathering and review sessions with Siemens Health core team
- Stakeholder presentation (remote)



Outcomes



Adoption Roadmap

- Project plan document
- Adoption Roadmap stakeholder presentation, including next steps recommendations

Bookmarks

> Introduction

> Scope

- > Scope Definition
 - Risks
 - Deliverables
 - Schedule
 - Impacted Business Areas
- > Assumptions and Constraints
- > Project Management Approach
- > Attachments
 - Project Work Plan
 - Project Team
 - Contact Directory
 - Risk Assessment
 - Project Costs
- Signature

Project Costs

Resource decisions will affect total project costs. As such, project hours per resource type are provided with different resource profile options to choose from.

We recommend adding an additional 15% to the total expected hours to account for unforeseen issues.

Option 1: Core team comprised wholly of Chase Merchant Services resources (50% allocation) with backfill at a rate of 1 backfill resource per 3 Technical Writer resources (2 backfill resources) on the team for a period of approximately 6 months.

Table 3: Core Team: All Chase Merchant Services

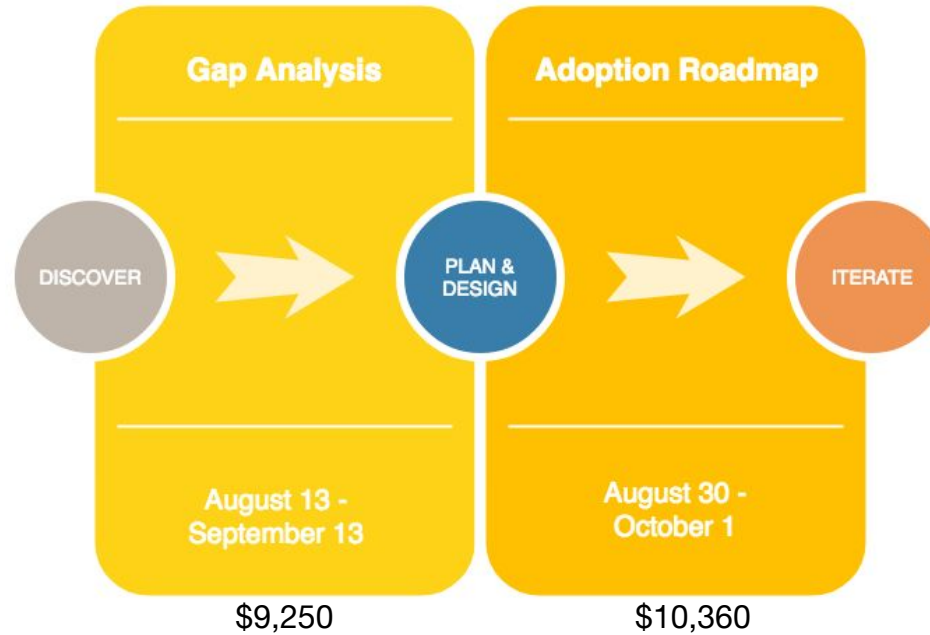
Resource Type	Base Estimate (hours)	Add 15%
Chase Merchant Services Management	73	84
Chase Merchant Services Technical Writers (non-core team hours)	105	120
Chase Merchant Services Core Team (6 resources at 50% allocation)	2,100	2,415
Backfill Technical Writer	2,160	2,484
Project Manager	160	184
Consultant	823	946
	5,421	6,233

Option 2: Core team comprised of 2 Chase Merchant Services resources (1 @ 100% allocation and 1 @ 50% allocation) and 2-3 Consultants (50% allocation). In this scenario, no backfill resources would be utilized, with existing Chase Merchant Services Technical Writers backfilling core team members for a period of approximately 6 months. In this case, Consultants would take on specialized core team roles such as Information Architect and Content Strategist to provide additional guidance to the Chase Merchant Services resources on the core team.

Timeline



Costs



\$19,610 plus travel (est \$2,500) = \$22,110



Next actions

- ~~1. Agree with this plan (Laura/Siemens)~~
2. Deliver formal proposal by July 2 (Ryffine)
3. Feedback loop for proposal
4. Put it on the schedule
5. Finalize contracting