

Solution Guide for Technical Content Publishing

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Times have changed. It used to be that technical content, such as knowledge base articles, training, documentation, and other publications, were only used for customer support, field service, and other “last mile” use cases. Content delivery included printed documents, in-application content, and even CD-ROM and other media.

While technical content still plays a critical role in service and support, in today’s digital world the importance of technical content has exponentially increased. Technical content is no longer relegated to the IT or support teams in an organization. It’s a cornerstone of customer experience, from customer self-service to sales enablement, and it provides a wealth of information that enables customers to resolve their own issues and business people to support customers more quickly.

But there’s a problem. Most technical content is not built or managed in a way that enables you to publish it in digital experience formats – and that’s where it needs to be.

That’s where an agile content solution comes in.

An agile content solution allows you to publish technical content to different channels and use it to support the needs of customers. It doesn't matter how you initially create your technical content. You may create it using DITA (Darwin Information Typing Architecture), an XML data model for authoring and publishing and a component content management system (CCM), or you may use some other technology; how you create it is only one part of the technical content publishing story. The more important factor is how you deliver the content, and how you support the customer along each step of their journey.

Ingeniux provides a unified content platform. It aggregates technical content across the enterprise and allows you to intelligently deliver the content to all your customer touchpoints – from the web to mobile to print to applications. Ingeniux enables you to integrate your technical and marketing content – no matter where or how you created it – to a range of publishing targets: your website, your customer support portal, your Salesforce community or knowledgebase, and print.

How Ingeniux Supports Technical Content Publishing

Ingeniux is a digital content management system that allows you to ingest DITA, Word, CHM, and other legacy content formats.

In some instances, the Ingeniux CMS serves primarily as a middle-ware solution providing the technology to digitally-enable your technical content. In other instances, Ingeniux provides additional capabilities such as authoring and editing, taxonomy and governance (editorial management) and workflow review before you publish it to another channel.

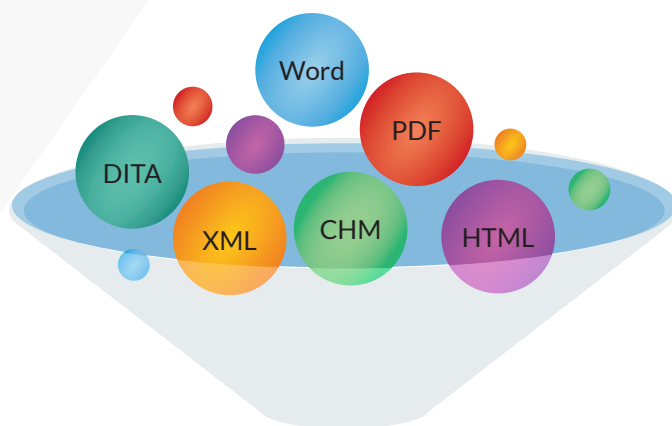
Intelligence is Essential

What makes technical content special is the intelligence you build into it.

Content structure, metadata, taxonomy, and format allow you to create, manage, and deliver content that can be adapted for multiple venues and use cases.

The challenge is that not all content or delivery mediums support the same level of intelligence. And historically, Content Management Platforms or Web Experience Platforms that were designed for content delivery lacked the ability to retain intelligent content structure or to curate content with additional metadata to support personalized or adaptive delivery.

Ingeniux CMS is the rare platform that both supports intelligent content structure and excels at content delivery. Ingeniux CMS uses a NoSQL document database as the core content store. All content is either stored natively as JSON and XML or is wrapped with intelligent metadata as in the case of binary objects such as documents or media.



AGGREGATE CONTENT

- Curate content from a wide range of sources including DITA, XML, HTML and legacy content like PDF, Word, CHM
- Import content into Ingeniux CMS

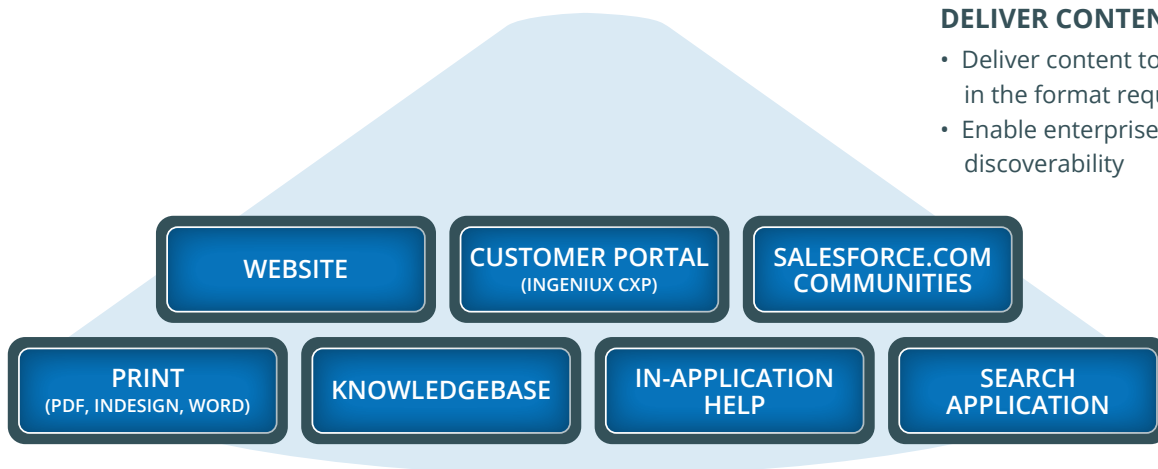


MANAGE CONTENT

- Apply taxonomy and metadata
- Apply structure and intelligence
- Edit and Workflow review
- Version and manage source content
- Govern with quality assurance and rules


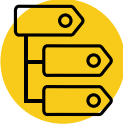







DELIVER CONTENT

- Deliver content to multiple channels in the format required
- Enable enterprise search for discoverability



With an intelligent content model, organizations can warehouse all their technical and marketing content and are free to craft experiences that elevate customer success and realize a true return on investment.

Key Features for Intelligent Technical Content Publishing

 <p>Multiple Content Formats</p>	 <p>Taxonomy/Metadata</p>	 <p>Unified Marketing and Technical Content Management</p>
 <p>Intelligent Search</p>	 <p>Multichannel Publishing</p>	 <p>Customer Experience Portal</p>
 <p>Salesforce.com Integration</p>	 <p>SSO, Permissions and Access</p>	 <p>Hosted/On Premises Deployment</p>



Supported Content Formats

Technical content is created in several different formats:

- XML (Extensible Markup Language): XML is a commonly used format to share content and how it's formatted on the Internet, in intranets and other web-based applications.
- DITA (Darwin Information Typing Architecture): An open-standard XML data model used primarily by knowledge management teams with a lot of highly structured training and support content.
- HTML (Hypertext Markup Language): The structure of web pages containing a mix of content and format information.
- Word, PDF (and others): Unstructured documents.

Ingeniux supports the ingestion of all these content formats in the following ways:

Legacy Documentation (PDF, CHM, Word):

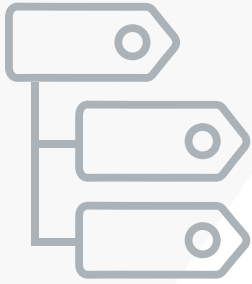
Ingeniux manages documents such as Word, PDF, and CHM (compiled HTML file format) as digital assets. Assets are treated as “first class citizens” in the CMS, which means you can manage metadata and properties, edit them, schedule and publish them.

DITA Resources: Ingeniux imports native DITA XML into the CMS, including importing XML directly from CCMS solutions such as easyDITA (supports the import of DITA, SCORM, Custom XML and other formats).

Other Technical Content Types:

Ingeniux also supports other web-based documentation types such as:

- Static HTML
- XML formats like DocBook
- Confluence, a popular Wiki system
- MadCap Flare, a popular documentation system



Taxonomy/Metadata Management

Ingeniux provides a structured content model where you define the taxonomy (content types and associated metadata) for all content stored in the CMS. When you import content from a CCM or legacy

source, you can apply the CMS-based taxonomy to the content. Assign the content to content types and create or enhance the metadata as necessary.



Unified Marketing and Technical Content Management

Ingeniux CMS allows you to create, curate and manage technical and marketing content in the same environment. Apply taxonomy to both types of content and leverage workflow and governance capabilities. Having both technical and

marketing content in the CMS enables you to share assets and create websites, portals, and other channels/experiences that offer a consistent experience across channels and maximize the ROI of your content investments.



Intelligent Search

If you are publishing technical content to a website or customer support portal built on the Ingeniux CMS, you have built-in native search through Ingeniux InSite Search.

InSite Search goes beyond traditional search to provide a native search-based architecture that leverages the semantic XML structure of your content, taxonomy, and metadata improving the speed and the quality of search results.

InSite provides a rich set of capabilities out of the box, including federation, faceted or guided search, secure search, and multilingual search. You can customize your search results by configuring search rankings and creating a custom search results UI.

If you publish technical content to another location, not on the Ingeniux CMS, you can still use InSite Search with that CMS or portal solution.



Customer Experience Portal

Ingeniux CXP is an enterprise customer portal solution. It enables you to bring together technical and marketing information and support services from your existing applications into one centralized website, giving both you and your customer a 360-degree view of the customer's service and support requirements.

From a technical content perspective, you provide content that helps a customer use your products or services. This information is located different locations across your company and you can curate it and make it accessible through the CXP. Ingeniux CXP provides the ability to import technical content from CCMS systems, Word, CHM and other legacy content and deliver it to the customer portal.

With Ingeniux CXP you can:

- Publish technical and structured content from CCMS solutions to the portal quickly and easily
- Import XML directly from CCMS solutions (Supports the import of DITA, SCORM, Custom XML and other formats)
- Import legacy content including CHM, Word, PDF and others
- Enhance discoverability with guided search, personalization, and related content
- Optimize content for mobile devices and tablets
- Safeguard content with secure user access and management

Ingeniux is committed to providing a user experience that meets the needs of users by offering a single point of access and hub to all applications, information, and content, breaking down information silos.



Integration with Salesforce.com

Ingeniux can connect and share content with a wide range of third-party solutions. One of the most common is Salesforce.

Salesforce Knowledge

Ingeniux can import content and set up bi-directional sync to Salesforce Knowledge. Ingeniux syncs the physical article content from Salesforce Knowledge to the CMS. Within the Ingeniux CMS, you can apply tags and categories to each article.

When you author a new item in the CMS, it is pushed to Salesforce Knowledge as individual article objects. In instances where Ingeniux is hosting technical content ingested from a CCM or other repository, Ingeniux can apply taxonomy to the content and then push it to Salesforce Knowledge.

Ingeniux provides the ideal editorial platform as it supports workflow and review of content before it goes to Salesforce.

Salesforce Communities

Salesforce Communities are branded spaces where customers can connect with you and each other. It provides customers with access to Knowledge, Cases, ecommerce and community capabilities. When you publish content into Salesforce Knowledge, it's also surfaced within the community portal. You can also publish marketing content from the Ingeniux CMS into the Community Portal.



Multi-Channel Publishing

Ingeniux provides a hybrid technical architecture that includes both loosely coupled and decoupled options. Using the loosely coupled approach you can publish content to an Ingeniux website or portal.

If you want to publish content to another website, Salesforce Knowledge or Communities, or some other location,

including print, you can leverage Ingeniux's decoupled architecture, defining custom publishing targets.

Ingeniux supports both responsive and adaptive mobile content publishing and can, therefore, optimize technical content for mobile devices and tablets.



SSO, Permissions, Access

There may be an occasion when you create technical content that is not for use by a customer but is used by support teams. You want to make sure that the right content is made available to customers and support teams alike. Or you may need to support partners, OEMs, and other channel organizations.

Ingeniux provides robust permission and access management capabilities that you can apply to technical content ingested

into the Ingeniux CMS. When you publish content to an Ingeniux website or customer support portal you can apply these permissions to content as it's displayed on web pages and you can restrict it from search queries performed by Ingeniux InSite Search application..

If you publish technical content to non-Ingeniux digital properties, you can still restrict the content published using the access and permissions set in the CMS.



Deployment Options

The Ingeniux CMS is available as a software service managed in the Cloud, or as an on-premises application. The managed hosting solution enables companies to accelerate growth and scale operations while controlling costs and reducing IT infrastructure support risks.

Ingeniux offers more than traditional multitenant SaaS solutions by providing each customer with a dedicated environment for its application. Using this approach, each customer can define the network configuration needed to meet business, security, and compliance requirements.

The Ingeniux approach also provides greater flexibility. Upgrade when you want, manage file-level access, write

customizations and integrations, install additional applications or databases, and, perhaps most importantly, move the application to your servers if you want in the future.

Ingeniux's industry-leading Software-as-a-Service (SaaS) goes beyond traditional hosting by providing application management, change management, performance management, and application optimization.

The Cloud provides greater scalability, less management overhead for IT teams, and the peace of mind of having one number to call to address your web software, performance, and uptime services.

Technical Content Publishing, the Smart Way

The customer experience mandate starts now. In an ideal world you would create, edit and publish all your content the same way, using the same tools. But while you can't solve all your back office challenges at once, you can provide a consistent unified experience for your customers.

The best digital experiences combine technical and marketing content, delivered using modern web and customer experience standards. You need to contextually deliver all the information your

customers need to make decisions and successfully use your products and services.

Ingeniux is the bridge that brings together technical and marketing content to enable that seamless experience. From the curation and ingestion of all content to content creation and editing, taxonomy and metadata, intelligent search, multichannel digital and print publishing, and integration with a range of other publishing channels, Ingeniux is your answer to ensuring that unified customer experience.

Ingeniux solves this challenge by offering a content management solution that supports the creation of technical content, publishing it to multiple digital and print channels.

We invite you to take a closer look.

Learn more at <http://www.ingeniux.com>.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more about Ingeniux portal and web content management solutions, e-mail info@ingeniux.com.

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