Content reuse strategy at Grundfos

Francois Guillome
Technical writer
Technical Marketing
Francois Guillome

• 23 years in France
• 7 years in Denmark
• 5 years at Grundfos, as technical writer
• Member of the DITA steering group at Grundfos
Agenda

• Grundfos
• Timeline
• Our vision for reuse
• Our content reuse strategy
• Requirements for CCMS
• Conclusion
• Questions
Grundfos

Global leader in advanced pump solutions and a trendsetter in water technology

Since 1945  18,500 people  56 countries
Technical Marketing

- 37 employees
- 5 countries
- We write in English
- In-house translation in Danish
- External translation in 44 languages
Roles

- Managers
- Authors
- Editors
- Drawing designers
DITA implementation group

- New processes
- Teaching
- Reuse strategy
- And more...
- Stylesheets
- Pilot projects
- 6 authors
Timeline
Timeline

Before 2014
- Business case
- Proof of concept

2014
- Information Model
- Structured Authoring course

2015
- CCMS start
  - 1st manual in DITA
  - 3 sites

2016
- 3 manuals in DITA
  - 3 sites

2017
- CCMS end
  - 8 manuals in DITA
  - 5 sites

2018
- All new manuals in DITA
- New CCMS
Our vision
Our vision

• Deliver information faster
• Share content across the organisation
• Dynamically combine our information with data delivered by other departments
• Reuse as much as possible
Content reuse strategy
DITA
WHY DITA?
Metadata
Why is metadata a challenge?

- Change of mindset
- Bad synchronization between authoring tool and CCMS
- No immediate benefit
- Not a priority
Global collection topics

- Maximum reuse potential
- Control

- Slow
- Uncertainties
Experimentation with other reuse methods

Conditional processing

Key references
What does it mean for CCMS requirements?
Critical requirements

Advanced search function
Critical requirements

“Where used” function
Critical requirements

Synchronisation of metadata
Critical requirements

Content sharing across organization
Critical requirements

Metrics
To wrap it up...

- Use DITA
- Plan and control, but set frames for experimentation
- CCMS is not a must at the beginning
Questions