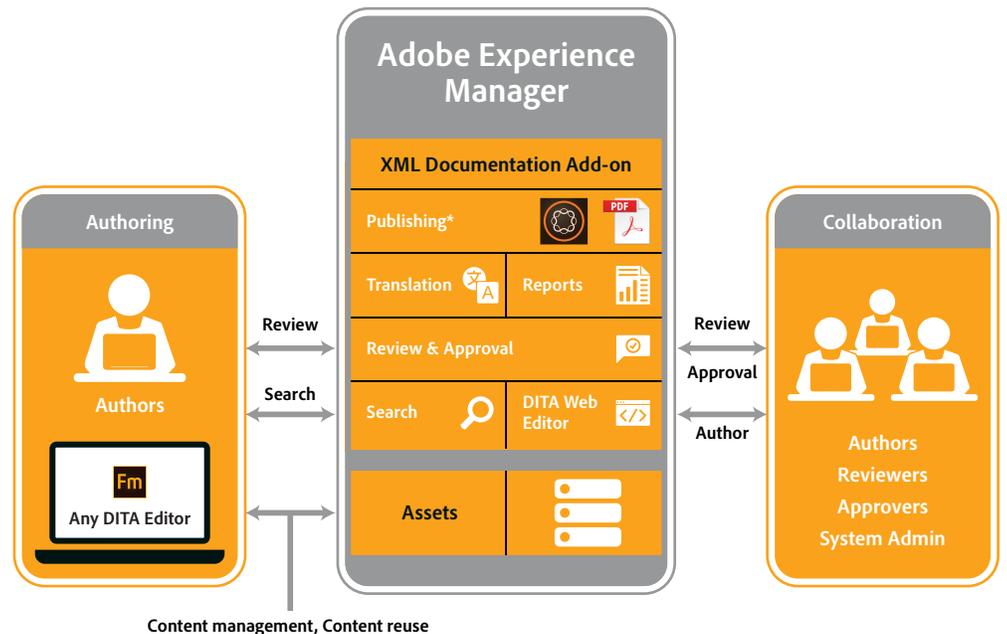# XML Documentation Add-on for Adobe Experience Manager

See how XML Documentation Add-on for Adobe Experience Manager can benefit your enterprise.

An enterprise-class DITA CCMS.

XML Documentation Add-on for Adobe Experience Manager is a powerful, enterprise-grade DITA CCMS. Dynamically deliver DITA content directly to Experience Manager, thereby offering highly interactive and personalized experiences to end users. Effectively manage all critical aspects of your enterprise content workflow such as authoring, web-based review and collaboration, translation, project management, digital asset management, reporting, and multichannel publishing. Benefit from a unified content strategy by bringing marketing and technical content to the same platform, making it easier to deliver a consistent user experience pre and post purchase.

How does XML Documentation Add-on function?

Adobe Experience Manager

XML Documentation Add-on

Authoring		Collaboration
Authors	Publishing*	
	Translation	Reports
	Review & Approval	
	Search	DITA Web Editor
Any DITA Editor	Assets	Authors Reviewers Approvers System Admin

Review

Search

Review
Approval
Author

Content management, Content reuse

*Leverage integration with Adobe FrameMaker Publishing Server (2015 release) and easily automate multichannel publishing to generate output in multiple formats

ePUB   kindle

*Adobe FrameMaker (2017 release) is a complete DITA editor and ships with these features built-in. FrameMaker (2017 release) must be purchased separately.

Create a consistent experience at every touchpoint of the customer journey

Deliver consistent and relevant information to your end users by bringing marketing and technical content on to the same platform, thus enabling a unified content strategy.

Effortlessly deliver immersive content experiences

Now publish DITA content directly to Experience Manager Sites, making it easier to deliver an interactive and personalized user experience. Save time and costs with powerful publishing capabilities that deliver content dynamically.

Empower distributed teams to contribute and collaborate seamlessly

Author effortlessly with a simplified, flexible web-based DITA editor. Improve productivity across distributed teams through powerful workflows and a web-based review system.

Take advantage of the market-leading content management capabilities
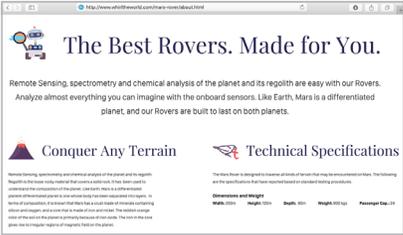
Make full use of the best-in-class content management capabilities of Experience Manager such as comprehensive translation and localization support, advanced version management and effective asset and tag management for DITA content. Ensure publishing readiness by easily accessing in-depth content health reports.

- **Single platform for marketing and technical content**

  Author, manage and deliver DITA content alongside marketing content on Experience Manager to create a consistent customer experience before and after purchase. Ensure content integrity across your website with a unified content strategy.

- **First-of-its-kind 'blended' publishing**

  Now mix technical and marketing content seamlessly by injecting DITA content into an existing Experience Manager webpage.

- **Marketing Cloud integration**

  Harness the power of Adobe Marketing Cloud for your technical documentation pages to deliver personalized and engaging content with advanced analytics. For example, you can target your customers better with personalized marketing content based on what kind of technical information they are consuming most.

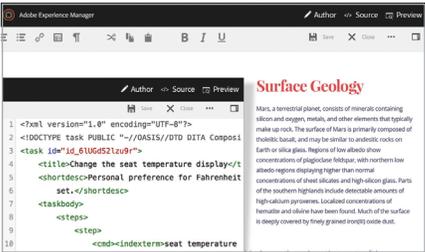- **Directly publish DITA content to Experience Manager**

  Now publish DITA content to Experience Manager as dynamically updated pages for higher content velocity. Deliver highly interactive, personalized experiences to end users leading to customer delight.

- **Best-in-class multichannel publishing**

  Make content accessible across devices with easy publishing to Experience Manager Sites, Responsive HTML5, Mobile App, PDF, EPUB, Kindle, and more. Customize output to deliver highly relevant content experiences.

- **Enterprise-class publishing**

  Easily manage large volumes of content and frequent publishing needs through batch and scheduled publishing. Use baseline publishing to manage documentation across product versions.
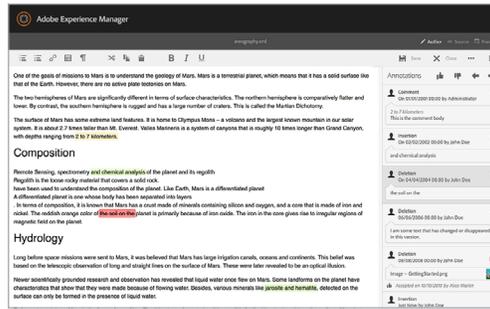

- **Easy to use web-based DITA editor**

  Author from anywhere using the user-friendly, web-based DITA editor. Choose from multiple authoring modes that makes it easy for subject matter experts or casual contributors to author DITA content without XML programming skills. Get support for DITA 1.3, 1.2, Lightweight DITA and any specializations.
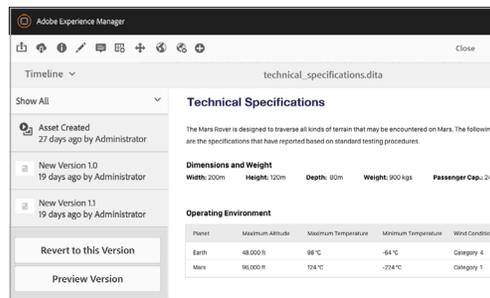
- **Powerful project and workflow management**

  Collaborate with team members using projects, workflows and tasks. Use Projects to track progress and assign different roles to team members. Automate the delegation of tasks with completely customizable workflows to ensure business processes are complied with.

- **Seamless web-based review experience**

  Enable a fast and easy review process for distributed teams with multiple authors and reviewers. Keep track of changes made to the document and accept/reject edits. Allow annotations for digital assets, inline reviews and commenting. Provide a smooth review experience for authors using FrameMaker and reviewers using the web editor.

- **Native integration with Adobe FrameMaker**

  Enjoy deep integration with Adobe FrameMaker for a fast and efficient authoring experience. Access version management, search, and review capabilities from within FrameMaker.

- **Industry-leading translation management and localization support**

  Smoothly integrate with leading translation vendors using built-in connectors that automate translation workflows. Reduce time and costs by making full use of detailed out-of-the-box dashboards to identify untranslated and out-of-sync content.

- **Advanced content management**

  Easily preview and compare multiple versions of a document with advanced version control features like branching. Keep both forward and backward references intact as you move, rename, or translate content with automatic link management.

- **Comprehensive search & tag management**

  Build your own tag libraries with advanced tag management capabilities to provide personalized content experiences to end users. Find relevant content faster with faceted search functionality.

- **Advanced digital asset management**

  Manage all digital assets from the same repository. Connect it with Adobe Creative Cloud for file sharing and syncing. Use analytics to gain insights into how different assets are being consumed. Map the asset repository to a local drive for easier authoring using the desktop app.

- **In-depth content health and readiness reports**

  Monitor content health by easily accessing in-depth reports that list broken links and references and the review status of all topics. Use the reports to perform comprehensive sanity checks, ensuring publishing readiness.

- **Support for FrameMaker documents and books**

  Use the same CMS to manage unstructured FrameMaker and DITA content, reducing maintenance costs during the migration process. Enjoy support for version management, translation and generating outputs for FrameMaker documents.

- **Easy integration through APIs**

  Build customized solutions using REST APIs to integrate any offline DITA editor or existing content repository.

Business value proposition

Reduce total cost of ownership by up to 40%

40%

- Eliminate the time and cost associated with managing multiple CMSs, including purchase, deployment, integration, maintenance and user training.
- Shorten the learning curve and decrease training costs because users are already familiar with Adobe tools and systems.
- Empower authors to do more in less time through efficient content reuse, advanced search-and-find, powerful review and approval, and next-gen collaboration features.
- Significantly reduce localization time and cost by streamlining complex workflows, providing in-context translation packages to vendors, and avoiding redundant or erroneous translations.

Increase enterprise content velocity up to three times

3x

- Empower authors to single-source and seamlessly publish DITA content with a single click by leveraging the native DITA support in Experience Manager.
- Accelerate time to market through incremental updates to content, eliminating the need to republish completely.

Deliver a uniform experience to end users

- Offer consistent content experiences across all customer touchpoints, such as pre-sales (marketing) and post-sales (help, customer support), to drive higher customer satisfaction, loyalty and demand.
- Eliminate redundant and inaccurate content.

Gain complete control over enterprise content integrity

- Confidently work toward 100% compliance with corporate branding guidelines and mission-critical industry standards.
- Minimize publishing errors before go-live through extensive health-check reports. Help eradicate accidental publishing of incomplete or unapproved content.

Which organizations would benefit from XML Documentation Add-on?

Any organization which is looking:

For a quick, seamless one-touch publishing experience to Experience Manager Sites and Mobile, PDF, Responsive HTML5 etc.

To own a single CMS for managing marketing and technical content end-to-end.

To deliver a uniform, consistent pre- and post-purchase content experience to end users.

To reduce the total cost of ownership by optimizing maintenance overheads and streamlining throughput bottlenecks.

To leverage familiarity with existing Adobe tools/systems and consolidate IT landscape with one partner.

For efficient content re-use and powerful review, collaboration and translation workflows for faster go to market.

To significantly reduce localization time and costs.

To minimize publishing errors before content goes live.

Want to know more about XML Documentation Add-on for Adobe Experience Manager?

For any questions, please reach out to us at techcomm@adobe.com