

Parallax Communications
Content first.



Treating Content as a Business Asset

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Parallax Communications

Spectrum 2011, Rochester NY

Content, content, content

- ~ User guides, brochures, newsletters
- ~ Employee handbooks, policies and procedures
- ~ Annual reports, speeches, proposals
- ~ Content published on web sites and on paper
- ~ Content that is published on blogs and in wikis and tweeted
- ~ Content for products, services
- ~ Content for employees, stakeholders, customers



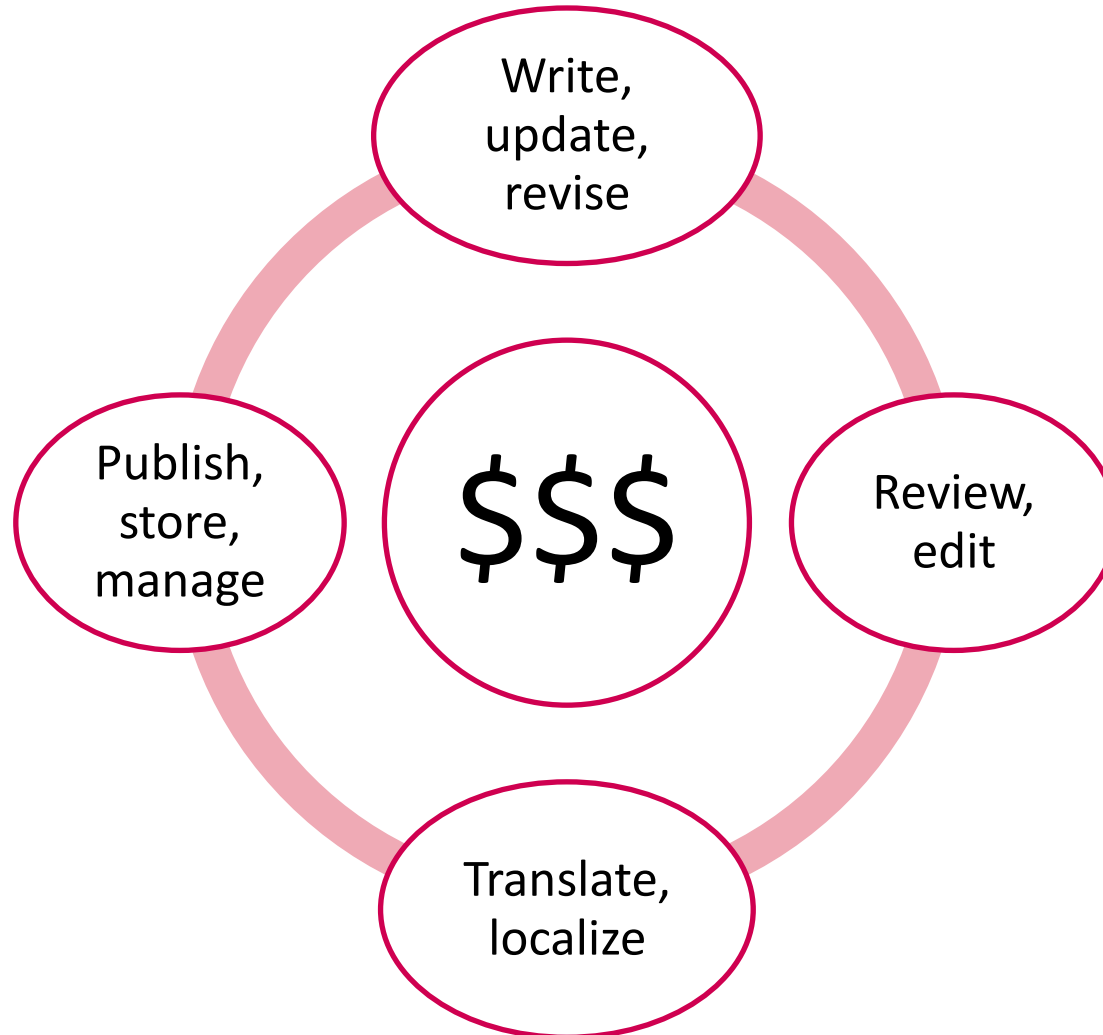
Regardless of where or how it is
published, it's all content.

And, it has value.

Or, it should.



Content costs money



Content speaks for your company

- ~ Content is the face your company presents to the world
 - ~ To customers and potential customers
 - ~ To employees
 - ~ To stakeholders and governing bodies
- ~ One inconsistency can proliferate into several other areas and other languages
- ~ Content must **NOT** be an after thought!



Possible side effects

In addition to its desired action, this medication may cause some side effects, notably:

- ◆ it may cause heartburn;
- ◆ it may cause headaches;
- ◆ it may cause dizziness -- use caution when getting up from a lying or sitting position;
- ◆ it may cause nausea or, rarely, vomiting;
- ◆ it may make your skin more sensitive to the sun or sun lamps -- wear sunscreen and avoid exposure to sunlight as much as possible;
- ◆ it may cause ringing in the ears.

Each person may react differently to a treatment. If you think this medication may be causing side effects (including those described here, or others), talk to your doctor or pharmacist. He or she can help you to determine whether or not the medication is the source of the problem.

Possible side effects

In addition to its desired action, this medication may cause some side effects, notably:

- it may cause diarrhea or constipation, depending on the person;
- it may cause dizziness -- use caution when getting up from a lying or sitting position;
- it may cause nausea or, rarely, vomiting;
- it may make your skin more sensitive to the sun or sun lamps -- wear sunscreen and avoid exposure to sunlight as much as possible;
- it may cause heartburn.

Each person may react differently to a treatment. If you think this medication may be causing side effects (including those described here, or others), talk to your doctor or pharmacist.



Home > Office Supplies > Filing & Storage > Storage Containers > Compuated Files & Storage

Print this page

Bankers Box BinderBox, Letter/Legal

Price: **\$21.56**
2 Pack

Qty: **Add to Cart**

[Add to Favourites](#)

[SHARE](#) [Print](#) [Email](#)

0.0 (No reviews)

Be the first to [Write a Review](#)

[Expected Delivery](#) Next Business Day

Item 641282
Model 0073302

[Large View](#)

Product Details **Customer Reviews**

Features:

- This maximum strength specialty box supports the weight of full binders!
- Holds eight 1-1/2" binders or most binder sizes up through 3"
- Double bottom, triple end, double side construction provides 85% more stacking strength than basic letter/legal boxes
- FastFold™ One Step Set-up makes box assembly fast and easy
- Lift-off lid locks into place for highest security storage
- Top-loading design offers enough hand room for quick binder retrieval
- Reinforced hand holes for carrying or stacking.

Size is noted in name

Quantity noted once

Provides info on strength, volume, assembly, and design

Home > Office Supplies > Filing & Storage > Storage Containers > Compuated Files & Storage

Print this page

Staples 100% Recycled Storage Boxes, 4-Pack

Price: **\$12.99**
4 Pack

Qty: **Add to Cart**

[Add to Favourites](#)

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0.0 (No reviews)

Be the first to [Write a Review](#)

[Expected Delivery](#) Next Business Day

Item 720520
Model 1010301

[Large View](#)

Product Details **Customer Reviews**

Features:

- Light duty stacking strength with double bottom, double end, single-side construction for storage, with or without shelving
- 35% greater stacking strength than other brands
- 100% recycled with a minimum of 78% post-consumer content
- 450 lbs stacking weight
- Fits both letter and legal file folders
- 10"(H) x 12"(W) x 15"(D)
- 4-Pack.

Quantity is noted in name



Quantity noted 3 times

Provides info on strength, dimensions, what they're made of, and quantity in pack



Synchronize organizer data over the wireless network

Before you begin: Research In Motion recommends that you regularly create and save a backup file on your computer, especially before you update any software. Maintaining an up-to-date backup file on your computer might allow you to recover device data if your device is lost, stolen, or corrupted by an unforeseen issue.

1. In the Contacts application, Calendar application, Tasks application, or MemoPad, press the  key > **Options**.
2. If necessary, click a calendar or contact list.
3. Select the **Wireless Synchronization** check box.
4. Press the  key > **Save**.

Different terminology; is this a valid difference?

Includes before you begin; also included in About synchronization

If you use the BlackBerry® Internet Service, you must use the synchronization tool of the BlackBerry® Desktop Software to synchronize calendar data. For more information, see the Help in the BlackBerry Desktop Software.

Next topic: [Clock and time zone](#)

Previous topic: [Reconcile email over the wireless network](#)

[Was this information helpful? Send us your comments.](#)

Note other slight differences in the procedures; are they valid?

Synchronize organizer data over the wireless network

1. In the contact list, a calendar, the task list, or the memo list, press the **Menu key**.
2. Click **Options**.
3. To synchronize calendar entries, click a calendar.
4. Change the **Wireless Synchronization** field to **Yes**.
5. Press the **Menu key**.
6. Click **Save**.

Before you begin not included

In others, click Options is part of step 1

To stop synchronizing organizer data over the wireless network, change the **Wireless Synchronization** field to **No**.

Next topic: [About synchronization conflicts](#)

Previous topic: [Prerequisites: Synchronizing organizer data over the wireless network](#)

[Was this information helpful? Send us your comments.](#)

Shopping Cart Summary

Here's a look at all the items you've added to your shopping cart.

Empty Cart	Your selection		Qty	Unit Price	Pay Now	Pay Monthly
Modify / Remove	Solution 1					
	Phone	Nokia 2720	1	\$70.00	\$70.00	
SUB-TOTAL					\$70.00	
To take advantage of one of our special offers, enter the promotional code :						<input type="text"/>
						APPLY PROMOTIONAL CODE
Applicable taxes are shown only for the items in the Pay Now column.				GST/HST	\$3.50	
				PST/QST	\$5.60	
				FidoDollars	-\$79.10	
TOTAL					\$0.00	

By clicking on **Proceed to checkout**, you'll be taken to the checkout process where you'll be asked to make payment arrangements and select a shipping method.

[EMAIL](#)

[CONTINUE SHOPPING](#)

[CHECKOUT SOLUTION 1](#)

(*) Applicable taxes are shown only for the items appearing in the **Pay Now** column. Applicable taxes for all other charges will appear on your monthly invoice. The applicable taxes shown are approximate. Actual taxes will be based on the province that you enter in your billing address during checkout.

If you subscribed to your monthly plan on or after November 4, 2008, a paper invoice fee of \$2 per month will apply unless you register for online billing on fido.ca.

WORRY-FREE
SHOPPING
ON FIDO.CA

[Shipping and Delivery](#) | [Warranties and Returns](#) | [Privacy Policy](#) | [Terms & Conditions](#) **NEED HELP? Call 1-888-481-3436**



Shopping for a new phone, **step 1**



Shopping Cart Summary

Here's a look at all the items you've added to your shopping cart.

Empty Cart	Your selection	Qty	Unit Price	Pay Now	Pay Monthly
Modify / Remove	Solution 1				
	Phone	1	\$70.00	\$70.00	
					\$0.00
					APPLY PROMOTIONAL CODE
					3.50
				PST/QST	\$5.60
				FidoDollars	-\$79.10
				TOTAL	\$0.00

The page at https://www.fido.ca says:

?

All other items in your shopping cart that are not included in the solution you want to check out will be cleared once you submit your order. Do you want to proceed?

OK Cancel

By clicking on **Proceed to checkout**, you'll be taken to the checkout process where you'll be asked to make payment arrangements and select a shipping method.

EMAIL

CONTINUE SHOPPING

CHECKOUT SOLUTION 1

(*) Applicable taxes are shown only for the items appearing in the **Pay Now** column. Applicable taxes for all other charges will appear on your monthly invoice. The applicable taxes shown are approximate. Actual taxes will be based on the province that you enter in your billing address during checkout.

If you subscribed to your monthly plan on or after November 4, 2008, a paper invoice fee of \$2 per month will apply unless you register for online billing on fido.ca.

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Shopping for a new phone, **step 2**



Review and make a payment

Here's a breakdown of your order.

Qty	Unit Price	Pay Now	Pay Monthly
Solution 1			
1	\$70.00	\$70.00	
SUB-TOTAL			
Canada Post Expedited (Within 5 to 15 business days before item is shipped, Monday to Friday.)		\$0.00	
Applicable taxes are shown only for the items in the Pay Now column.		GST/HST	\$3.50
Applicable taxes for all other charges will appear on your monthly invoice (*).		PST/QST	\$5.60
		Fidodollars	- \$79.10
TOTAL		\$0.00	

Personal Information [Modify](#)

Account holder address

First Name : PAMELA
Last Name : KOSTUR
Address : 22A GLENFERN AVE
TORONTO, ON
M4E1B7

Apt./Suite

Shipping address

Same as account holder address

Shopping for a new phone, **step 3**;
My total is 0 because I'm buying my phone
with points, but I have to enter a credit
card number to charge nothing to!

Credit Card Information

The following amount will be charged to your credit card: \$0.00

To help us prevent fraud, please provide a credit card in your name.

(*) required

Cardholder's Name*: PAMELA KOSTUR

Card Type*:

Card Number*:

Please enter a credit card number.

Expiry Date*:

Select the credit card expiry date.

Card Security Value
number*: (see examples
beside)

Enter the card security value
number.



Content first.

Shopping for a new phone, **step 4**

A screenshot of a Fido website error message. The Fido logo is in the top left, and navigation links for 'Fido Cares', 'Why Fido', and 'Français' are in the top right. The main content area contains a red error message.

fido 

[Fido Cares](#) [Why Fido](#) [Français](#)

We are currently experiencing technical difficulties and cannot complete your request at this time. If you require immediate assistance, please call 1 888 481-FIDO (3436) and a customer service representative will be happy to assist you. Thank you and we apologize for any inconvenience.

I give up! I also **give up** on Fido.



Why do I care?

- ~ Content costs money; we've established that!
 - ~ When similar content is not reused, writing, review, and translation costs can more than double
- ~ Repeated, badly written, and inconsistent content is also problematic for users
- ~ It also reflects negatively on the organization that produces it



Is your content worth it?

- ~ All content matters
- ~ Saying that content is a business asset implies that it has value
- ~ As you create content, think about the value

Content is of no value unless it supports a business objective, a user, or both



If content is of value, you need to know...

- ~ How much does it cost to produce this content at every phase of its life cycle?
- ~ Is it serving the users? How do you know?
- ~ Is it serving the company? How do you know?

Good content doesn't just happen!



Making a plan for your content

1. Assess your content's current state
2. Assess your processes
3. Gather metrics
4. Form a strategy

**Content treated as a business asset
requires a strategy.**



Assessing content

- ~ What role does your content play? What is its purpose?
 - ~ What do you want users to know/be able to do with this content?
 - ~ Does it do what it's supposed to do?
 - ~ Is all of your content necessary?
- ~ How is it delivered?
 - ~ Are your delivery mechanisms the most effective?
- ~ Are there instances of repeated, potentially reusable content?



What content to pick?

- ~ Ideally, lots of it!
- ~ Content from other departments as well as yours
 - ~ Tech pubs, marketing, training
- ~ Content you're not as familiar with
- ~ Content on your website
- ~ Content for similar products lines, services, etc.
- ~ Content that customers/call centres ask the most questions about



Assessing processes

- ~ Are you “reinventing the wheel” when you write?
- ~ How much time is spent on content creation tasks?
 - ~ Gathering information
 - ~ Writing
 - ~ Reviewing
 - ~ Editing
 - ~ Translating
 - ~ Publishing/delivering



Now you can calculate savings

Potentially reusable content

+

Reduced time on content related tasks

=

\$\$ Cost savings \$\$



Gathering metrics

- ~ Calculate what it costs to produce content now
 - ~ Identify ALL tasks and how long it takes to do them
 - ~ 5 hours a page writing time @\$85/hour = \$10,625.00 for a 24-page manual
 - ~ What about review time? Translation?
- ~ Estimate how much you can save by reusing content, e.g., 35%, 65%?
- ~ Calculate investment costs (analysis, training, technology)
- ~ Consider lost opportunities



Sample ROI Calculations

Metrics	Quantity	Calculation	Potential Savings	Potential Resources
<i>Resources</i>				
Number of full time writers	6	$120,000 \times 6 \times .42$	\$302,400.00	2.52
Number of part time authors	100	$120,000 \times 100 \times .1 \times .42$	\$504,000.00	42
Number of contract writers	6	$60,000 \times 6 \times .42$	\$151,200.00	2.52
Number of part time Eng. reviewers	25	$120,000 \times 25 \times .02 \times .42$	\$25,200.00	10.5
Number of part time Localization reviewers	10	$120,000 \times 10 \times .1 \times .42$	\$50,400	4.2
Total			\$1,033,200.00	61.74

Metrics	Annual	Calculation	Potential Savings
Pre-sales	\$780,000	$780,000 \times .42$	\$327,600
Post-sales	\$800,000	$800,000 \times .42$	\$336,000
Total			\$663,600



Metrics	Interim Cost	Cost	Notes
Training	\$50,000	\$50,000	
Facilitated analysis, content modeling, metadata	\$50,000/group	\$150,000	Estimated 3 groups to start. It is optimum to perform this activity with multiple groups to ensure reuse and consistency
DTD	\$35,000/group	\$105,000	Estimated 3 groups to start
Installation and Configuration	\$50,000	\$50,000	Assumes no customization
Total		\$355,000	

Return on investment is calculated as savings minus costs.

Metrics	Cost
<i>Savings</i>	
Resources	\$1,033,200
Localization	\$663,600
<i>Costs</i>	
Authoring tools	-\$50,000
Content management	-\$250,000
Delivery	-\$100,000
Training	-\$50,000
Facilitated analysis, content modeling, metadata	-\$150,000
DTD	-\$105,000
Installation and Configuration	-\$50,000
Total	\$941,800



Forming a strategy

- ~ Now you know what content is problematic, what content can be reused
- ~ You also have an idea of what it costs to produce content
- ~ You're ready to form a strategy that addresses the issues you've uncovered



Consider the content life cycle

- ~ Content is an asset at every phase of its life cycle
 - ~ Content creation
 - ~ Review and approval
 - ~ Translation/localization
 - ~ Delivery/publishing
 - ~ Maintenance/retirement



Summary

- ~ Content has value
 - ~ It promotes, informs, instructs
- ~ Conversations about content need to focus on its value
 - ~ Improving quality
 - ~ Reducing cost
- ~ Every decision about content must relate to business objectives and users
- ~ Content that reflects positively on the organization reflects positively on the bottom line



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