

# Content Rules Single Source Project Cover Letter

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## Introduction and Background

Our team has been hired by the company, Content Rules, to produce a single source solution proof-of-concept from two PDF files regarding their Zen4 server product that achieves the following:

- The ability to update content once across all related products and publications
- To make content searchable online
- To produce print for those customers who want it
- To create consistency across the different content creators/approvers who own different parts of the related products
- And to personalize print content for different customers and product versions when possible

The proof-of-concept we are submitting includes two sample PDF targets and one HTML target created from Chapter 1 and Appendix B from the Hardware Guide and Chapter 1 and Appendix A from the Software Installation Guide.

This cover letter will demonstrate our process for achieving the goals stated above, explain the benefits of our solution, and why Content Rules should apply our proof-of-concept solution to the entirety of the related content with our support.

## The ability to update content once across all related products and publications

MadCap Flare allows users to achieve content control with ease with access to tools that allow for mass editing of topic pages with only a few clicks. The content created in Flare does not need to be reformatted for multiple sources. Whether the requested output is a PDF document or a webpage, it can be obtained quickly from the original source in Flare. Any updates applied to the original files are also applied to the outputs. With the master CCS Stylesheet in Flare, any user with access to Flare can easily adjust document formatting.

For example, the proof-of-concept we are submitting includes PDF and HTML targets. By using Flare we were able to build the relevant sections of the Software and

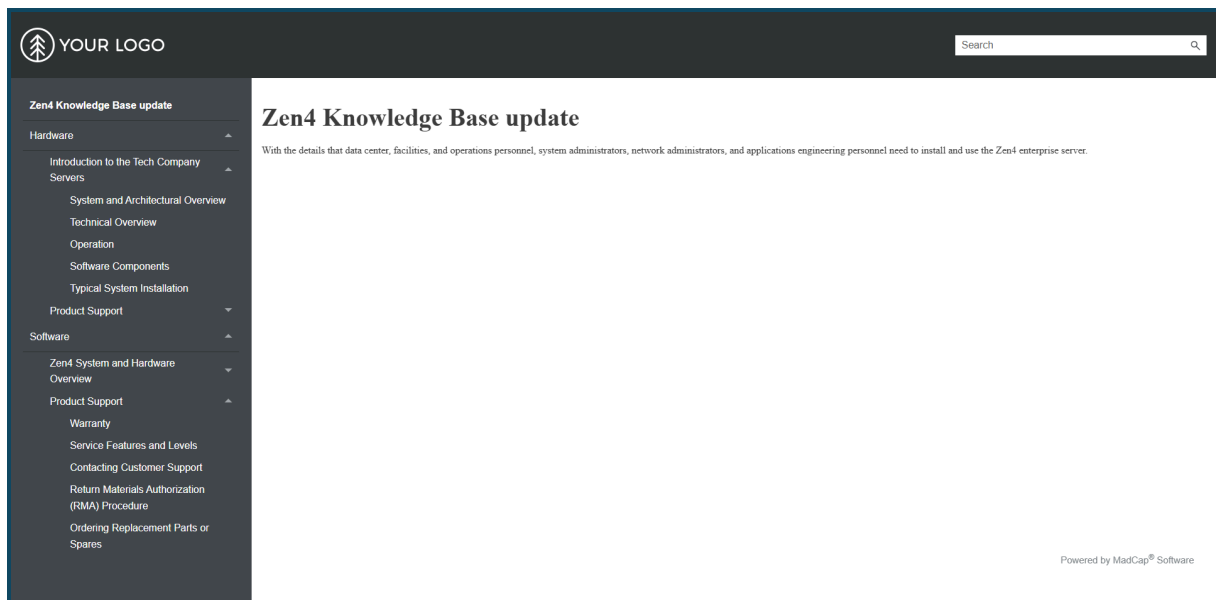
Hardware Guides, apply consistent central formatting, and output both targets without additional formatting. If this had been attempted without a single source authoring tool like Flare, it would have taken significantly more time and resources to independently build and maintain a PDF document and a website.

Because the targets are created and maintained from the same source, when we apply any updates to the source, the targets are also updated. This is a huge benefit to Content Rules because it significantly reduces the amount of time and resources required to maintain targets.

## Online searchable content

Our proof-of-concept for Content Rules request includes an HTML file that can be used as a base for a potential website. This site includes a home page, search bar, and a sample of the content pulled from the PDF files provided. The search engine is most notable, as it will be extremely beneficial to customers searching for specific information who will now be able to locate said information efficiently without the need of customer support, thus saving Content Rules resources in the process.

Shown below are images taken from the Flare target outputs and gives a visual demonstration for what a potential site for customer support may look like:



*Home page detailing content from the provided PDF files with a table of contents format*

YOUR LOGO

Zen4 Knowledge Base update

- Hardware
- Software
  - System and Hardware Overview
    - Tech Company Zen4 System and Architectural Overview
    - Data Flow in the Zen4 System
    - Zen4 System and Hardware Overview
    - Partitioning and Virtualizing Resources
    - Technical Overview**
    - Typical System Installation
    - Virtual I/O Controller (VIOC) and Virtualization Capabilities
    - Zen4 Hardware Overview
  - Product Support

(continued from [Tech Company Zen4 System and Architectural Overview](#))

## Technical Overview

The Zen4 system is a collection of resources arranged around a coherent fabric and a network or I/O fabric. Three broad types of resources are attached to the fabrics and linked through an internal switch: processing and memory, I/O modules (Ethernet and Fibre Channel), and application off-load or acceleration services. The Z-Series System Module (ZSM) monitors and manages these resources. The processors and associated memory are organized as standard SMP servers, allowing flexible combining and partitioning to meet application needs. The Ethernet and Fibre Channel interfaces provide connections to the external network and to storage resources. The Zen4 system includes built-in Layer 2 network switching capabilities.

Within a Zen4 system are multiple operating environments, including user operating environments for customer application deployment and internal operating environments for the Zen4 software. The user operating system (for example, SUSE® Linux Enterprise Server 9 SP2) runs in a partition to create a server that runs user applications.

Reliability, availability, and serviceability (RAS) are three qualities that represent the collective quality-of-service attributes of network systems. The Zen4 system has a combination of features, hardware design, and software design that maximizes uptime and minimizes downtime. Hardware design features that contribute to high levels of RAS include front access to most components for servicing, redundant cooling and power systems, and redundancy of system control modules and network interfaces. A graphical user interface (GUI) and command line interface (CLI) are available for managing system resources; in addition, an SNMP agent allows the Zen4 chassis to be integrated into enterprise monitoring systems such as HP OpenView or IBM Tivoli® for diagnostics, monitoring, and troubleshooting. The partition boot architecture of the Zen4 system helps minimize downtime arising from disruptive operating system updates.

Server administration and network administration are combined in the Zen4 system; the flexible security model provided by the Zen4 platform allows these functions to be separated in settings where this is preferred. The Zen4 platform provides fine-grained security and role-based access control that defines specific access privileges for different user roles. In addition to the default user roles, you can also define other specific roles and access privileges.

shows a block diagram of the Zen4 system.

**Figure 1-1. Zen4 System Block Diagram**

**Processors, Memory, and Partitioning**

Application processors are deployed on modules called Processor and Memory Modules (PMMs). PMMs support general-purpose computing requirements and are available in two types: PAM-04xx series and PAM-02xx series. Currently, the PAMM-0410 and PAMM-0200 are supported.

- PAM-0410s provide CPU sockets for up to four AMD Opteron 64-bit x86 CPUs with memory. The PAMM-0410 also offers a total of 8 Gbps of storage I/O bandwidth using Fibre Channel interfaces. The Zen4 chassis supports two installed PAMM-0410s.
- PAMM-0200s provide CPU sockets for a maximum of two AMD Opteron 64-bit x86 CPUs with memory. Applications can be installed on a PAMM-0200 to provide low-latency access by the PAMM-0410. Such a configuration can improve performance for certain applications on the PAMM-0410s that need an other application that can be accessed from latency.

Example page detailing the reformatted topic files for better user experience and HTML development

YOUR LOGO

Zen4 Knowledge Base update

- Hardware
- Software

Your search for "warranty" returned 7 result(s).

**Warranty**  
(continued from Product Support) Warranty Zen4 systems are covered by a comprehensive warranty. For detailed information about the standard warranty, contact the Tech Company Sales or Customer Support Team. Verifying Warranty Status To verify warranty status, contact Tech Company Customer Support ...  
[HardwareInstall/Warranty.htm](#)

**Warranty**  
(continued from Product Support) Warranty Zen4 systems are covered by a comprehensive warranty. For detailed information about the standard warranty, contact the Tech Company Sales or Customer Support Team. Verifying Warranty Status To verify warranty status, contact Tech Company Customer Support ...  
[SoftwareConfig/Warranty.htm](#)

**Product Support**  
Product Support This appendix provides information about product warranties, customer service, returning components, and ordering replacement or spare components.  
[HardwareInstall/warranties.htm](#)

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Product Support This appendix provides information about product warranties, customer service, returning components, and ordering replacement or spare components.  
[SoftwareConfig/tech\\_support.htm](#)

**Return Materials Authorization (RMA) Procedure**  
(continued from Contacting Customer Support) Return Materials Authorization (RMA) Procedure Tech Company systems are covered by a 1-year comprehensive on-site warranty covering parts and labor. Following the warranty period, systems will normally be maintained by Tech Company under the terms of a ...  
[SoftwareConfig/Return\\_Materials\\_Author.htm](#)

**Service Features and Levels**  
(continued from Warranty) Service Features and Levels The goal of the Tech Company Customer Support organization is to consistently deliver the quality of service you require in a mission-critical, data center environment. Tech Company is committed to providing around-the-clock customer service, ...  
[HardwareInstall/Service\\_Features\\_and\\_Lev.htm](#)

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Powered by MadCap® Software

Search engine demonstration showing ease of use and reliability

## Produce print for those customers who want it

The process we used to create these documents will also allow us to easily produce print based outputs without significant extra time and effort, which makes it more accessible for Content Rules to reach a wider variety of audiences. With a simple click of a few buttons, we can easily pull the information into a PDF that will retain the content and apply necessary reformatting without having to rebuild it from scratch.

## Consistency across the different content creators/approvers who own different parts of the related products

Using a single-source-authoring tool like Flare also allows us to maintain consistency throughout products. Stylesheets are a tool used in Flare to create a uniform structure in all outputs so that, regardless of who is editing a topic, the products will retain consistent formatting. This significantly reduces time spent on final edits when there are multiple people working within the same documents. It also improves the consistency of products across platforms and increases efficiency because all outputs conform to the master stylesheet allowing for little inconsistencies and errors.

## Personalized print content for different customers and product versions when possible

Thanks to the master stylesheet and target outputs of MadCap Flare, it is easy to modify and personalize content for customers as their needs change as well as meet new customers' needs. The master stylesheet allows for modifications to the content that is immediately applied to all targets within the project. This makes quick edits easy and efficient. This feature can also be used to keep the content up to date with each new version of the relevant products. Using this software we can also output targets into different formats aside from PDF files, such as word and powerpoint, if required by customers.

## Overview and Conclusion

As shown by our data and accomplishments related to Content Rule's request, we have demonstrated the capacity to achieve all of the goals listed by the company. We have also informed the benefactor of the benefits to using a program such as MadCap Flare.

Our proof-of-concept, if taken to its fullest potential, can benefit Content Rules primarily by saving them resources related to customer support. This site not only provides consumers ease of access to information related to their product, but also gives them the ability to troubleshoot their own issues by taking advantage of the search engine without having to contact customer support. This could be taken further with the creation of a Frequently Asked Questions (FAQ) page that can provide even more beneficial information for customers and hosted on the HTML site. MadCap Flare makes this easily accomplishable which will further incentivize its continued use.

It is with this conclusion that we implore Content Rules to provide continued support to this request and allow our team to fully revamp the rest of their documents related to the Zen4 server. As stated before, a fully single-sourced webpage hosting both hardware and software information, with the ability to search topics within both modules, will allow Content Rules to conserve customer resources which in turn will also save the company potential profits taken from customer support resources.