

The 2011 Fall Conference



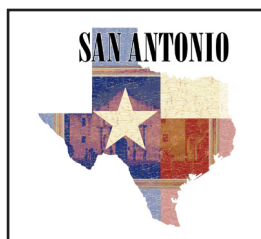
SAN ANTONIO



Hyatt Regency San Antonio

October 2 through 5, 2011

THE 2011



CONFERENCE

REGISTRATION

The registration fee for this year's conference is \$1,200 per person for members and \$1,600 per person for non-members. The final deadline for registration is Friday, September 2, 2011; however if you register and pay by Friday, July 29, 2011 the discounted cost is \$995 per member.

Four mini-clinics will be offered this year. Cost for these pre-conference sessions is \$400 per attendee and \$350 if you take advantage of the early registration.

Registration fees cover: a welcome reception on Sunday evening; breakfast and lunch each day, as well as coffee breaks during the day; a special activity on Monday night that includes dinner; and admittance to all conference sessions, except for the mini-clinics on Sunday.

Payment will be accepted by check, wire transfer, or credit card at our secure online link. Registrations must be completed online at <http://xyug.org>. Follow the link on that page to get to the registration form, or you may go directly to the registration form at [2011 conference registration](#). If payment online is not convenient for you, you may send a check or credit card details to:

XyUser Group
Bob Carr, Executive Director
12310 129th Street N.
Largo, FL 33774-3507 U.S.A.
+1 727.596.1543 (fax)

If you have questions please call Bob at +1 443.333.XYUG (9984) or send a message to bob.carr@xyug.org.

HOTEL RESERVATIONS

Deadline for making hotel reservations is Friday, September 2, 2011. After that date the hotel cannot guarantee the special XyUser Group room rate.

Single or double rooms for conference attendees are \$179.00 per night plus 16.75% tax. All rooms offer complimentary internet access.

You may make your reservations by calling +1 402.592.6464 or +1 888.421.1442. The hotel has created a personalized web site for reserving sleeping rooms. If you prefer to do this online, please go to the [Hyatt Regency San Antonio Reservation Form](#) here.



TRANSPORTATION

Transportation to and from the hotel from the airport costs approximately \$36.00 round trip by shuttle, \$23 one way by taxi. Self-parking in the hotel garage is \$10/day.

CONTACT

Should you have any questions or need assistance with your conference registrations, please contact Bob Carr, Executive Director, XyUser Group, at bob.carr@xyug.org, by telephone at +1 443.333.XYUG (9984) or by fax at +1 727.596.1543.

YOU SHOULD ATTEND

The 2011 Fall Conference is the place to learn practical XPP, LiveContent and Contenta skills in a fast-paced, focused environment. Industry professionals lead sessions geared towards accelerating productivity and increasing practical knowledge. You will hear about real-world examples of technology in action and learn about industry trends. SDL will present product updates and welcome feedback on your needs for the future.

The 2011 Fall Conference features four mini-clinics that will extend your expertise with S1000D, DITA, XSLT2, or Basics of Typography. The main program will take place Monday through Wednesday and will include informative and lively sessions on topics such as: SDL XPP, SDL LiveContent, and SDL Contenta Product Updates; Case Studies and Wish Lists; Contenta Administration; Frills Processing; XPP Export; Web Interfaces and Web Services; XyPerl; Social Networking; Transformation Methods; XML and XSLT, and many more.

The XyUser Group is an active and open community creating synergy by sharing ideas and addressing real-world issues. When you attend the 2011 Fall Conference, you can learn how to leverage data and product strengths, influence future SDL software releases, meet colleagues from around the world, hear about the latest software releases from SDL, and talk directly to SDL technical staff.





AN ANTONIO is one of the most *unique* American destinations, a place of *contrasts* ... old world and new, quaint and contemporary. The cultures and milestones of San Antonio's *history* converge like tributaries of a great and colorful river, always flowing and vibrant with *life*:

Indian roots and the foundation of the Missions ... European immigration, Spanish and Mexican heritage ... the *rustic* atmosphere of frontier days and the city-slick *style* of cattle baron boom time.

All this history is tangible and very much *alive* in the streets, neighborhoods, buildings and historic sites of San Antonio.

Downtown details reveal Wild West *spirit*, pueblo charm and Art Deco glamour. La Villita Historic Arts Village *beckons* through thick stucco walls and wrought iron gates. The King William Historic District invites a leisurely *stroll* along shaded streets among quaint old-world architectural gems. And the Alamo's history of *patriotism* and valor live in its iconic facade.



At the *heart* of the city and at the heart of its history is the celebrated San Antonio River Walk, the *Paseo del Rio*. It's a winding, welcoming oasis where you'll be *transported* worlds away with each step from the streets above towards water's edge.

2011 Conference At-A-Glance



Sunday, October 2

10:00 AM to 4:00 PM

Mini-Clinic 1: S1000D

Mini-Clinic 2: DITA

Mini-Clinic 3: XSLT 1 and 2

Mini-Clinic 4: Basics of Typography

4:00 to 5:00 PM

Board of Directors' Meeting

5:00 to 7:00 PM

Registration and Reception

Monday, October 3

8:00 to 9:00 AM

Registration and Breakfast

9:00 to 10:15 AM

SDL Update

10:15 to 10:45 AM **Coffee Break**

10:45 AM to Noon

SDL XPP Product Update (1A,B)

**SDL Contenta, Contenta S1000D and LiveContent
S1000D Product Updates (1C,D)**

Noon to 1:15 PM **Lunch**

1:15 to 2:30 PM

XPP 7.3 versus 8.3 (2A)

SDL LiveContent for Dynamic Delivery (2B)

Social Networking Forum (2C)

Case Study: The Contenta API (2D)

2:30 to 3:00 PM **Coffee Break**

3:00 to 4:15 PM

Evolving Tables in SDL XPP 8 (3A)

ePub Case Study (3B)

SDL Trisoft Overview and Product Update (3C)

Case Study: Contenta Upgrade (3D)

6:00 to 10:00 PM **Social Event**

Tuesday, October 4

8:00 to 9:00 AM **Breakfast**

9:00 to 10:15 AM

Style Development Part One (4A)

XPP Web Services: An Introduction (4B)

What is Global Information Management? (4C)

Case Study: LiveContent DITA (4D)

10:15 to 10:45 AM **Coffee Break**

10:45 AM to Noon

Style Development Part Two (5A)

SGML to XML (5B)

Project Methodology (5C)

SDL LiveContent S1000D

Under the Hood (5D)

Noon to 1:15 PM **Lunch**

1:15 to 2:30 PM

Beginning Macros (6A)

SDL Community Forum (6B)

Frills Processing (6C)

Introducing SDL Xopus (6D)

2:30 to 3:00 PM **Coffee Break**

3:00 to 4:15 PM

Transformation Tools (7A)

Font Fundamentals (7B)

An Agile Process (7C)

Xopus Under the Hood (7D)

Wednesday, October 5

8:00 to 9:00 AM **Breakfast**

9:00 to 10:15 AM

Using PDF Marks (8A)

XPP 8.4 and Beyond (8B)

Outside Contractor Best Practices (8C)

How SDL Contenta Web is Evolving (8D)

10:15 to 10:45 AM **Coffee Break**

10:45 AM to Noon

XPP Case Study (9A)

XML Standards Update (9B)

Town Forum (9C)

Enhanced S1000D Authoring (9D)

Noon to 1:15 PM **Lunch**

1:15 to 2:30 PM

SDL XPP from the Inside (10A,B)

SDL Contenta, Contenta S1000D and

LiveContent S1000D Wish List (10C,D)

2:30 to 3:00 PM **Coffee Break**

3:00 to 4:15 PM

XPP Wish List (11)

4:15 to 5:15 PM

Board of Directors' Meeting

SUNDAY, OCTOBER 2

10:00 AM TO 4:00 PM: Mini-Clinics

MINI-CLINIC 1

S1000D

Mike Cook, *SDL*

This mini-clinic is a thorough introduction to the contents of the S1000D specification targeted for people who are or will shortly be working with S1000D content and/or supporting technology. The clinic provides essential insights into using and understanding the spec as it was intended to be used. Topics covered include: XML as it relates to the spec; Overview of the Common Source Database (CSDB); The Standard Numbering System (SNS); Types of data modules; Graphics and multimedia; Information codes; Publication modules; Applicability and effectivity; Naming conventions; Publishing; IETMs and IETPs; Business rules; Best practices in an S1000D project; Common project pitfalls.

*Audience: Managers, Authors, Editors, Information Architects, Programmers, Transform (XSLT) developers, Analysts, and Designers. **ALL LEVELS***

Mike has spent the past 32 years working in the aerospace and software industries first at Boeing and then at Microsoft. He has also consulted with Boeing in the design and construction of the 787 documentation system – using S1000D in a commercial setting. He is currently working on a book on S1000D specification and best practices.

MINI-CLINIC 2

DITA

Kristen Eberlein, *SDL*

This mini-clinic introduces the Darwin Information Typing Architecture (DITA). It will cover the following topics and more: What is DITA? What are the origins of DITA and its underlying philosophical principles? What are the core components of DITA? When and why might DITA be a good choice for my company? What are the advantages and disadvantages of DITA? What is the current state of DITA adoption and support from vendors and the user community? What are future plans for DITA? Expect to leave the clinic with a high-level understanding of DITA, its costs and benefits, its impact on technical documentation processes, and the promise it offers for efficient, automated publication of modular content.

*Audience: Managers, Authors, Editors, Information Architects, Analysts, and Designers. **ALL LEVELS***

Kristen James Eberlein is the DITA architect for SDL's Structured Content Technologies Division, where she is implementing an internal deployment of SDL Trisoft, SDL LiveContent, and SDL XPP for SDL's technical writers. She is also co-chair of the OASIS DITA Technical Committee, an active member of the OASIS DITA Adoption Technical Committee, and lead editor of the DITA 1.2 specification. Her background is in technical communication, usability, and information architecture.



SUNDAY, OCTOBER 2

10:00 AM TO 4:00 PM: Mini-Clinics

MINI-CLINIC 3

XSLT 1 and 2

Bart Terryn, *Grafikon*

Are you still using Xychange to transform your XML files? Make the switch to XSLT. Every XPP installation now comes with built-in XSLT 1 and XSLT 2 transformation engine and in this mini-clinic you will learn you how to use them. We will work through XSLT's XPath syntax and learn about the different components of an XSLT engine and how they work. We will cover the push and pull models and how to select the proper pieces of your content and put them in the proper order. By the end of this workshop you should be able to building your first XSLT stylesheets and use them in your XPP workflow. No previous experience or programming practice is needed. **ALL LEVELS**

Bart Terryn has been working in the prepress industry his whole professional career. After spending 10 years with Compugraphic, in 1988 he started working for a small Xyvision representation in Belgium. Since 1998, Bart has been working at Grafikon, a prepress company specializing in the automation of full color scientific schoolbooks, scientific journals, legal looseleaf, and reference works. Grafikon is one of the major XPP sites in Belgium and Holland. Bart has been a XyUser Group Board Member since 2000 and co-chairs the Strategic Planning Committee.

MINI-CLINIC 4

Basics of Typography

Josh Faigen, *Joshua Faigen Consulting*

The famous German graphic designer Helmut Schmid has said: "Typography needs to be audible. Typography needs to be felt. Typography needs to be experienced." No matter what kind of composition you do, your most basic goal is to communicate information. By the end of this mini-clinic, you will be able to analyze the typographic content of your pages and understand how the size, shape, and placement of letters can most efficiently impart information (or conversely inhibit it). The session's typographic investigations will cover: History; Font Design and Type Classification; Parts of Letters; Measuring Type; Line Space and Leading; Margins; Aspects of Legibility; Theory of Justification; Rags; Display vs. Text; Pair Kerning and Tracking; Color and Emphasis; Substrates and Backgrounds; Hyphenation; Punctuation and Dingbats; Widows and Orphans. We'll learn best practices and, of course, worst practices. (As Frederick Goudy once remarked: "Anyone who would letterspace black letter would steal sheep.") **ALL LEVELS**

Joshua Faigen is a typographer with forty years of experience in type and graphic design. He has set type for retail advertising, annual reports, books, magazines, newspapers, art catalogues, journals, documentation, signage ... almost anything that involves the assemblage of letterforms. He has owned several typesetting companies, worked for commercial printers and daily newspapers, taught typesetting and typography, and for the last eleven years has been a consultant in all matters XPP.

4:00 TO 5:00 PM **BOARD OF DIRECTORS' MEETING**

5:00 TO 7:00 PM **REGISTRATION AND RECEPTION**

MONDAY MORNING, OCTOBER 3

8:00 TO 9:00 AM **REGISTRATION AND BREAKFAST**

9:00 TO 10:15 AM **SDL UPDATE**
Kevin Duffy and Carol Bumbaca, *SDL*

10:15 TO 10:45 AM **COFFEE BREAK**

10:45 AM TO NOON SESSIONS

SESSION 1A,B

SDL XPP Product Update

Jon Parsons, *SDL*

SDL XPP 8.4 will open up the “XPP database”, giving you structured access to your formatted content, enabling you to build transformations to produce deliverables for other channels and platforms. Also, there will be several significant enhancements in the area of style development. This talk describes the features planned for XPP 8.4 and outlines what’s high on the backlog for post-8.4 work, describing what’s available now, what to expect in the near term, and where XPP will go over the longer term in supporting a solid, reliable, standards-based publishing workflow. **MANAGEMENT** **ALL LEVELS**

SESSION 1C,D

SDL Contenta, Contenta S1000D and LiveContent S1000D Product Updates

Jennifer Goodman and Ron DiVecchia, *SDL*

This presentation will summarize the features and platform support that have been added to SDL Contenta, SDL Contenta S1000D and SDL LiveContent S1000D over the past year. We’ll talk about enhancements currently under development and those we’re considering for the coming year. We’ll also discuss trends we see in the S1000D community that we expect will have an impact on our product direction.

Audience: Managers, Authors, Technologists.

MANAGEMENT **ALL LEVELS**



MONDAY AFTERNOON, OCTOBER 3

NOON TO 1:15 AM **LUNCH**

1:15 TO 2:30 PM SESSIONS

SESSION 2A

XPP 7.3 versus 8.3

Chris Leggett, *Letterpart*

In this session we will compare the 7.3 (and earlier) versions of XPP with the latest 8.3. Over time the architecture of the XPP system has completely changed and we now use Unicode as the underlying code set. We will look at how to get complex fonts into the 7.3 system and look at other implications such as encoding and transformation — then we will look at the changes to the process for 8.3. Every European language has different sorting criteria and we will look at what was needed in 7.3 along with how to do this in a modern environment. **TECHNICAL** **INTERMEDIATE**

SESSION 2C

Social Networking Forum

Larry Porter, *Underwriters Laboratory*

This session is an open forum to discuss how your companies use or plan to use data from your SGML or XML systems in many social networks. We will discuss the pros and cons of this new channel for our information. **MANAGEMENT** **ALL LEVELS**



SESSION 2B

SDL LiveContent for Dynamic Delivery

Jon Parsons and Sara Pawlowic, *SDL*

Delivering content electronically so that it can respond to the user's specific context is becoming a more common requirement for publishers of many content types. LiveContent is SDL's solution for that requirement. This session provides an overview of LiveContent, what technologies it uses, what's on the roadmap for it, and what makes it truly dynamic. This session will also demonstrate LiveContent in action, so you can see first-hand how it leverages standards and universal technologies to shift the publishing paradigm and achieve "live" delivery.

Audience: Managers, Authors, Technologists.

MANAGEMENT **ALL LEVELS**

SESSION 2D

Case Study: Harnessing the Power of the Contenta API

Tim Pederson, *Unisys*

The Contenta API includes a rich set of programming interfaces that gives software developers the ability to perform practically any task provided by the SDL Contenta service. Attendees will learn how Unisys Information Development Engineering is using the Contenta API to migrate the organization's object repository from an Oracle Database to a Microsoft SQL Server Database.

Before focusing on design, logic, and tooling architecture developed for this active project, the presenter will share project details such as: Scope, Requirements, Plans, Obstacles and Lessons Learned.

This conference session will benefit both administrative and technical attendees who are currently planning or considering a similar adventure. **MANAGEMENT** **TECHNICAL**

MONDAY AFTERNOON, OCTOBER 3

2:30 TO 3:00 PM **COFFEE BREAK**

3:00 TO 4:15 PM SESSIONS

SESSION 3A

Evolving Tables in SDL XPP 8

Laurie Hagar, *SDL*

Learn how to use the new features and enhancements, big and small, that have been rolled out in releases and patches since the advent of XPP 8.x. These include the long-sought after breaking table rows; column width calculations across breaking table segments; and right-hand characters in column gutters. And for good measure, we'll review how to do tabular notes. If you're publishing different kinds of tables or managing large tables, you should know XPP's latest capabilities to help to manage and automate their output. Audience: People working with tabular content. **TECHNICAL** **INTERMEDIATE**

SESSION 3C

SDL Trisoft Overview and Product Update

Sara Pawlowic, *SDL*

Now that SDL is focused on Trisoft for managing DITA content and Contenta for SI000D and other DTDs, you may be curious. What does Trisoft look like? What makes it unique? How does it solve the challenges and complexities of authoring, reviewing, translating, and publishing DITA content? This session introduces Trisoft as the user sees it, demonstrating rather than merely describing what it does, how it works, and how people interact with it. You'll come away with a good sense of Trisoft and why it is a key component of SDL's solution suite.

Audience: Anyone curious about Trisoft.

MANAGEMENT **ALL LEVELS**

SESSION 3B

ePub Case Study

Chuck Dombek, *WK Health*

This technical session will review the history of ePub formats as well as the tools and techniques used to create your first ePub from your content, be it XML or classic XPP. A case study with all the pitfalls and best practices will be presented along with plenty of time for a demonstration of tools, user questions and discussion. **MANAGEMENT** **ALL LEVELS**

SESSION 3D

Case Study: Contenta Upgrade

Larry Porter, *Underwriters Laboratories*

With the migration of all UL PC's to Windows 7 in late 2010 and early 2011, came the realization that our Contenta 3.1 PC tools would not work on Windows 7 PCs. In addition, other pieces of our publishing system were no longer supported (old Oracle 9i database), convincing management that it was time to upgrade our Electronic Publishing System. This session will present a case study in how we planned and executed our move from Contenta 3.1 to Contenta 4.2. It is open to all who are interested in or are in the middle of planning an upgrade of their own. We will outline the road map we used for migration of the tools as well as how we upgraded all systems and users with minimal down time and review the many lessons learned along the way. **TECHNICAL** **INTERMEDIATE**

6:00 TO 10:00 PM **SOCIAL EVENT**

TUESDAY MORNING, OCTOBER 4

8:00 TO 9:00 AM **BREAKFAST**

9:00 TO 10:15 AM SESSIONS

SESSION 4A

Style Development Part One

Mark Hutchinson, *Solidair*

We *won't* be covering what values go in which field. There will be *no* discussion about VJ or ragged zones. So what *will* we talk about for two sessions? Instead we'll determine the right approach to designing a style. (Perhaps more important than the contents of the specs themselves!) What do we need before we open the first spec? What are the alternatives? The pros and cons. Some case studies. What tools do we already have and are there others we can use? Questions are invited beforehand so we can discuss them in some detail in the session. **TECHNICAL** **INTERMEDIATE**

SESSION 4C

What is Global Information Management?

Kevin Duffy, *SDL*

Global Information Management is a business strategy to meet the needs for accurate, friendly, branded, accessible content wherever your business is conducted. Implementing a successful and effective GIM strategy is increasingly challenging given that the volume of content is exploding, channels of delivery are increasing and in many cases global markets are demanding that your content be translated into multiple languages to be understood by target customers and prospects. This talk will provide an overview of the technologies, services and skill sets that contribute to SDL's leadership position in Global Information Management from original content authoring and source content management, through translation and localization to multi-channel delivery to your customers, partners and other information consumers.

Audience: Business, Management, Content Strategists.

MANAGEMENT **ALL LEVELS**

SESSION 4B

XPP Web Services: an Introduction

Steve Piercey, *SDL*

This talk introduces the XPP Web Services API: what it does, how it is structured, how to approach using it. It is geared toward those who already use XPP but are looking for the best way to integrate XPP into a wider automated workflow. It describes how the Web Services are organized, sketches the skills required, and walks through a simple application, showing the calls, highlighting good practice, and explaining the results.

Audience: XPP script writers, tools developers, programmers (technical). **TECHNICAL** **ADVANCED**

SESSION 4D

Case Study: LiveContent DITA

Chris Leggett, *Letterpart*

One of our major accounts, a UK-based legal publisher, has had a complex and rigid process to produce on-line publications that was unforgiving and closed to future development. So the search began for a modern, customizable, replacement system. After much research SDL's LiveContent DITA was selected and Letterpart then undertook the task of bringing the dream to reality. In this session we will explore the business reasons behind choosing the system, explore the challenges during development and look at the vision of the future. **MANAGEMENT** **ALL LEVELS**

TUESDAY MORNING, OCTOBER 4

10:15 TO 10:45 AM **COFFEE BREAK**

10:45 AM TO NOON SESSIONS

SESSION 5A

Style Development Part Two

Mark Hutchinson, *Solidair*

This session is a continuation of Style Development Part One. **TECHNICAL** **INTERMEDIATE**

SESSION 5B

SGML to XML

Norma Jane Hair, *ASTM*
Patricia Rosiak, *Calm Water Consulting*
Jay Baldwin, *Tweddle*

In 2010 ASTM International started an 18-month project to convert our Standards from SGML to XML. Why convert to XML as opposed to staying with their SGML which is extensively and efficiently coded? How is ASTM International planning to convert its core 13,000 Standards while still maintaining their 11 month publishing cycle of the 80 volume Annual Book of Standards which contain the 13,000 articles? How many different skill sets (vendors/consultants) will it take? What is ASTM going to do with the XML once they have it? **MANAGEMENT** **ALL LEVELS**

SESSION 5C

Project Methodology — The Requirement of Requirements

Dave Van Brunt, *Accenture*

You've just been informed that your company has won a new contract and you will be working with a new client to produce their print and online content. Great!! Wait a minute ... now what? This session will walk through the process of requirements gathering, content analysis, and XML modeling to make sure you hit the ground running and deliver a successful end result. This course is designed for the beginner-to-intermediate XML/XPP developer but can be a good refresher for the advanced professional looking to maybe gain a few new tips or tricks. **TECHNICAL** **NOVICE**

SESSION 5D

SDL LiveContent S1000D Under the Hood

Ron DiVecchia, *SDL*

Getting the best information to the right individuals is more important than ever. Applying the right technology can quickly and dynamically move the most up-to-date information to your teams around the world and present that information in an efficient and effective environment personalized to the needs of your teams. We will focus on how SDL LiveContent S1000D can enable your organization to distribute content with less effort and provide content that is more accessible and easier to understand. We will discuss the technologies used within LiveContent S1000D and how they create a rich, dynamic, personalized user experience. This session will include some tech-talk. **MANAGEMENT** **TECHNICAL**

TUESDAY AFTERNOON, OCTOBER 4

NOON TO 1:15 PM **LUNCH**

1:15 TO 2:30 PM SESSIONS

SESSION 6A

Beginning Macros

Josh Faigen, *Joshua Faigen Consulting*

Macros — the building blocks of XPP — from the beginning. What they are, how they are put together, how XPP uses them ... this session will include mnemonics, delimiters, arguments and attributes; macros and processing instructions; XyMacros and custom macros; XPP lookup procedures and the MX spec; registers; composition variables; conditionals; argument and attribute testing; operators; and other cool macro stuff. Bring your formatting problems and we'll try to solve them using macros. **TECHNICAL** **NOVICE**

SESSION 6C

Frills Processing

Bart Terryn, *Grafikon*

Are you curious what this frills processing thing really is? Do you want to know what you can do with it? Do you remember the days when frills processing was considered kind of a dark macro writing art? If you follow this session, you can put all of that behind you. During this session we will work through the code in a live example of XyPerl frills processing so you can understand what is happening. The code used during the session will provide a framework that you can use to build your own frills processing applications. **TECHNICAL** **INTERMEDIATE**

SESSION 6B

SDL Community Forum

Carol Bumbaca, *SDL*

Join us in the Community Forum where we will have a panel of SDL experts plus the collective wisdom of the XPP community to answer your questions, ponder issues important to us all, and share our ideas, tips and successes. The Moderator will conduct an interactive segment to poll the group on the demographics of our community and will be prepared with some questions for the panel and general conversation starters to get the session going. **ALL LEVELS**

SESSION 6D

Introducing SDL Xopus

Laurens van den Oever, *SDL*

SDL Xopus is an authoring tool that enables people to work with structured and complex content without worrying about tagging content. You will learn about the key uses for the tool and where it fits in the workflow, as well as the main benefits for different types of authors. You will hear the reasons several different global organizations use Xopus. You will see a demonstration of the software highlighting the ease of use and the subtle guidance given to the author through use of the document structure.

Audience: Business, management, end user (non-technical). **MANAGEMENT** **ALL LEVELS**

TUESDAY AFTERNOON, OCTOBER 4

2:30 TO 3:00 PM **COFFEE BREAK**

3:00 TO 4:15 PM SESSIONS

SESSION 7A

Transformation Tools

Bart Terryn, *Grafikon*

No input is perfect ... you still need to manipulate the incoming data stream before you can turn it into pages, maybe even to the point of complete recoding. The standard XPP system comes with three different transformation tools: Xychange, XSLT and Perl. Your problem is to pick the transformation tool that matches the task at hand. But how? This session will go over all three tools, their strong points and their weaknesses. So the next time you have to do a transformation, you will be better prepared to pick the right tool, which after all is half the work. **TECHNICAL** **NOVICE** **INTERMEDIATE**

SESSION 7B

Font Fundamentals

Laurie Hagar, *SDL*

Conquer your fear of fonts! We'll review the basics — all those specs that are in a font library and what they're for. And then we'll approach it from the other end, working backwards from a composed character to its origin. We're after the "Ah ha!" moment, that little nod that says "ok, now I get it ... sort of". At the end of this session you'll be able to troubleshoot those nasty "reverse question marks"!

Audience: Anyone who installs, manages, or troubleshoots XPP fonts. **TECHNICAL** **ADVANCED**

SESSION 7C

An Agile Process — How We at LexisNexis are Using Agile

Cindi Monahan and Randy Kern, *LexisNexis*

In this session we will go over briefly what the Agile process is and how it is used to deliver changes quickly to your customer. The waterfall method is great but sometimes it makes more sense to deliver a couple of changes in a short time span rather than waiting for six months. This session will cover how LexisNexis is using Agile to accomplish precisely this in one of their Editorial systems that uses both Contenta and XPP and that currently is in LifeCycle mode. We will go over how to set up a process using many of the tools you use today. **MANAGEMENT** **ALL LEVELS**

SESSION 7D

Xopus Under the Hood

Laurens van den Oever, *SDL*

SDL Xopus is an XML authoring tool that leverages Web technologies so people can work with structured content without focusing on complex mark-up. You will be exposed to the inner workings of the browser-based technology and see how common Web skillsets enable you to work with Xopus. You will learn how SDL Xopus uses XML Schema and XSLT to create a friendly authoring interface. You will see how you can change the configuration to precisely control authoring behavior and meet the needs of your specific workflow.

Audience: Tools architects and developers, programmers, XML experts and curious business people.

TECHNICAL **ALL LEVELS**



WEDNESDAY MORNING, OCTOBER 5

8:00 TO 9:00 AM **BREAKFAST**

9:00 TO 10:15 AM SESSIONS

SESSION 8A

Using PDF Marks

Sam McCollum, *Cadmus Communications*

PDF macros can enhance your customers' experience with online PDFs. In this session you will see examples of how various PDF macros can be inserted in tags and macros as well as placed by using transformations such as Xychange. Create on the fly PDFs using the command line utility "psfmtdrv" to check the results. Use the command line utility "showpdf" for error checking. There is a lot of power in these macros and the examples will include Classic XPP as well as XML-in divisions. **TECHNICAL INTERMEDIATE**

SESSION 8B

XPP 8.4 and Beyond: A Product Management Perspective

Jon Parsons, *SDL*

This session presents a view into the decision-making process behind XPP 8.4 and following releases. Why did we focus in the areas we did? What are the key factors in the decision-making process going forward? How can someone using XPP translate marketing speak into realistic expectations of what is coming? What has SCT learned from other SDL divisions? How will XPP fit into the SDL vision going forward? These and other questions will be addressed with several amusing anecdotes and colorful stories to highlight the human dimension of the ongoing process. **MANAGEMENT ALL LEVELS**

SESSION 8C

Outside Contractor Best Practices

Chuck Dombek, *WK Health*

The use of outside contractor resources can lead to the best of times or the worst of times. This session will explore the best methods to optimize the value you receive from your outside contractors as an extension of existing staff. A real live case study will be presented identifying where things went right, where they went wrong and how to avoid the latter. **MANAGEMENT ALL LEVELS**

SESSION 8D

How SDL Contenta Web is Evolving

Rachel Cooper, *SDL*

ContentaWeb is maturing. In response to customer feedback, recent work on CW's usability and capability will extend its usefulness to more authors taking on broader roles in the workflow. This talk describes how usability and interface perspectives have been integrated into the Agile development process and demonstrates the results realized in the latest Contenta Web interface. Preview the new SDL family style, discover what's improved for both classic and S1000D users, and learn how to upgrade a customized environment.

Audience: Content authors, project managers.

MANAGEMENT ALL LEVELS



Wednesday morning is continued 

WEDNESDAY MORNING, OCTOBER 5

10:15 TO 10:45 AM **COFFEE BREAK**

10:45 AM TO NOON SESSIONS

SESSION 9A

XPP Case Study

Jaye Mize

The publishing department of a federal government agency solved their need to produce a high-profile report using Microsoft Word and XPP. Xychange, PDF marks, style set-up, command line utilities, graphic libraries, and CITI were part of the XPP tool set used in this multi-cycle workflow. This presentation will demonstrate how the Word file was tagged, saved and imported multiple times into XPP to produce accurate PDF and HTML renditions. A trick or two on ways seemingly manual overrides were automated will be shared as well. **TECHNICAL** **INTERMEDIATE**

SESSION 9C

Town Forum

Dave Van Brunt, *Accenture*

An open, town forum style discussion focused on methods to migrate your content to an XML format. What have you done that worked well? What are things that should be avoided? Does one particular strategy work better than another? These and many other questions will be discussed, and with everyone's collective help, answered. Whether you're new to XML looking to get your feet wet, or an old pro looking to gain a few tips, this is sure to be a very interesting discussion. **ALL LEVELS**

SESSION 9B

XML Standards Update

Jon Parsons, *SDL*

DITA and S1000D remain the focus of SDL SCT's component content management solutions. What's new with them? As the IT industry goes through a period of the most substantial changes in 25 years, what new standards will emerge? Where will they come from? This talk presents the big picture, highlighting what's important for publishing and what to focus on in keeping your workflow capable, flexible, and open.

Audience: *Anyone with an interest in XML-related standards.* **MANAGEMENT** **TECHNICAL**

SESSION 9D

Enhanced S1000D Authoring

Mike Cook, *SDL*

New issues of the S1000D specification require new capabilities in our tools. In this session we'll be presenting the new features and content management options of Contenta S1000D and Live Content. If you're planning to use Issue 4.0.1 of the S1000D specification, you should see what has changed in our tools to help support your needs.

Audience: *Anyone interested in S1000D.* **ALL LEVELS**



WEDNESDAY AFTERNOON, OCTOBER 5

NOON TO 1:15 PM **LUNCH**

1:15 TO 2:30 PM SESSIONS

SESSION 10A,B

SDL XPP from the Inside

Steve Piercey, *SDL*

This year the XPP team has been thinking a lot about how best to express to the outside world the results of what XPP does once it has composed a document. This talk will focus on the structures XPP uses in applying formatting to the incoming content stream and turning that content into elegant pages. If you've used XPP for some time and always wondered why it behaves as it does, this is the perfect session to deepen your understanding and begin to see your content as XPP sees it from the inside. **TECHNICAL ADVANCED**

SESSION 10C,D

SDL Contenta, Contenta S1000D and LiveContent S1000D Wish List

Jennifer Goodman, Rachel Cooper and Ron DiVecchia, *SDL*

SDL Contenta and our S1000D products continue to adapt to changes in technology, industry standards and the business goals of our customers and prospects. This session is your opportunity to propose product enhancements to SDL product management and engineering. Please bring your requests in the form of a User Story: "As a (user/role [who]), I want to (task/action [what]), so that I can (reason/value [why])." You can review the 2010 Wish List User Stories on the XyUser Group web site: (www.xyug.org).

TECHNICAL ALL LEVELS

2:30 TO 3:00 PM: **COFFEE BREAK**

3:00 TO 4:15 PM SESSIONS

SESSION 11

XPP Wish List

Jon Parsons and Steve Piercey, *SDL*

XPP continually adapts to support emerging best practices and changes in technology and the industry. The discussions held and the requests presented at each XyUser conference are key to shaping XPP. This session is your opportunity to address XPP product marketing and engineering directly. Come prepared with your requests in the form of user stories, describing what you want to do, what role or perspective you have in doing it, and the business reason for your action. Contribute your insight into how XPP could better serve you. **TECHNICAL ALL LEVELS**



4:15 TO 5:15 PM **BOARD OF DIRECTORS' MEETING**



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