

WELCOME

MadCap Flare



MADCAP SOFTWARE

- Founded: 2005
- Location: La Jolla, CA
- Profitable
- Double digit YOY growth
- MadCap is the leading technical communication software firm specializing in content development, delivery and management



MADCAP SOFTWARE – INDUSTRY STANDARD

- Largest Technical Writing Universities around the world now educate with MadCap Flare:
 - » Princeton University
 - » San Francisco State University
 - » Carnegie Mellon University
 - » University of Washington
 - » University of California San Francisco
 - » University of Massachusetts
 - » Karlsruhe University (Germany)
 - » University of California Los Angeles
 - » Towson University
 - » Swinburne University (Australia)
 - » And many more...

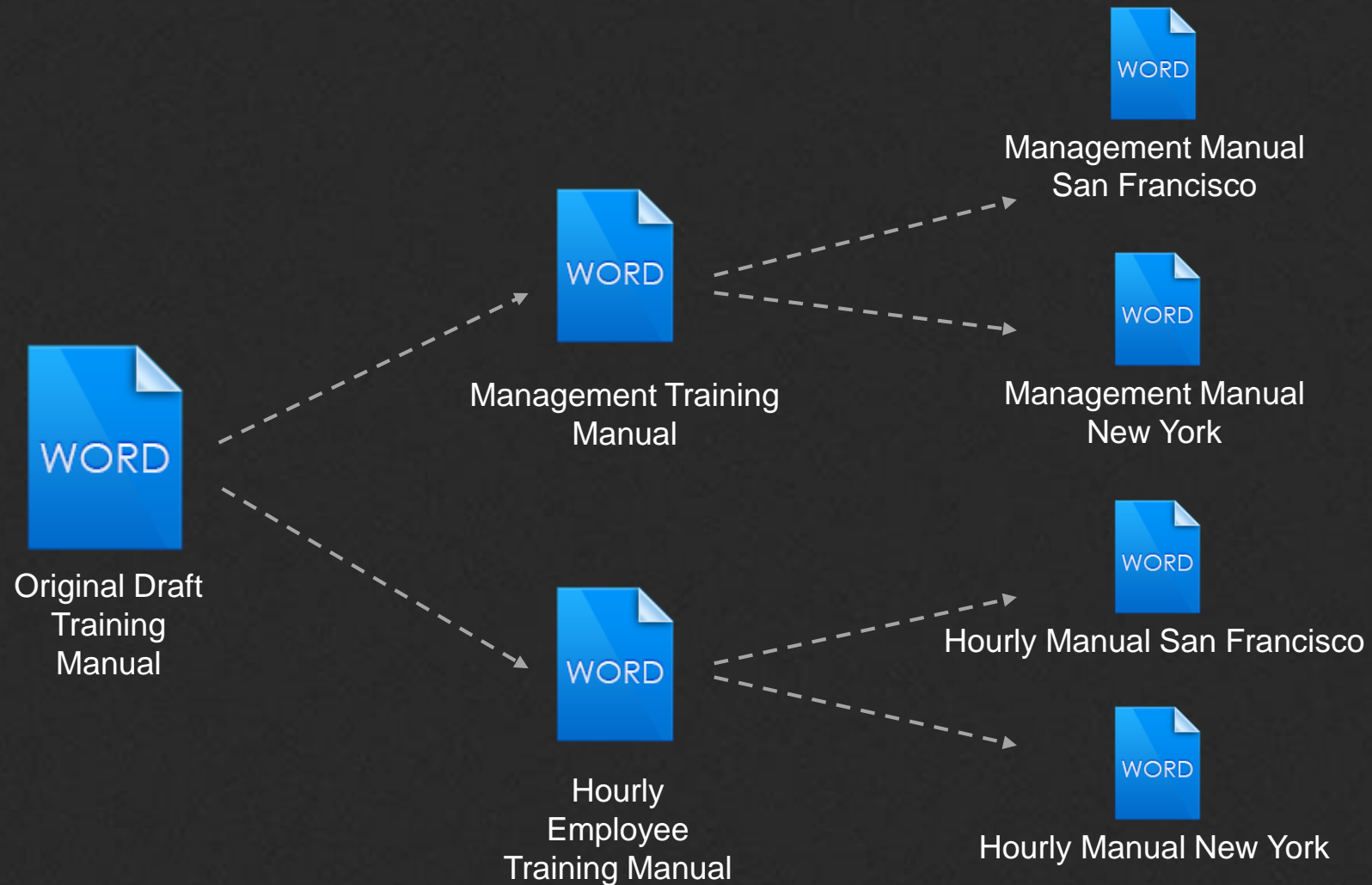
THOUSANDS OF CUSTOMERS WORLDWIDE...



CORE BENEFITS:

- Content Re-use
- Multi-channel Publishing
- Ease of Use

MULTIPLE SOURCE PUBLISHING LIMITATIONS



MADCAP SOFTWARE CONCEPTS: TOPIC-BASED AUTHORING

DEFINITIONS

TOPIC-BASED AUTHORIZING

From Wikipedia, the free encyclopedia

- A discrete piece of content
- About a specific subject
- Has an identifiable purpose
- Can stand alone

Topics are reusable. They can be reused in any context anywhere needed.

MADCAP SOFTWARE CONCEPTS: SINGLE-SOURCE PUBLISHING

SINGLE-SOURCE

- Single-sourcing is the practice of maintaining content for multiple deliverables in a single source.
- Benefits
 - Reduce content duplication
 - Increase authoring efficiency
 - Improve content accuracy & consistency
 - Reduce localization costs

SINGLE SOURCING: WORK FLOW

Create Master Source Files
(Content)



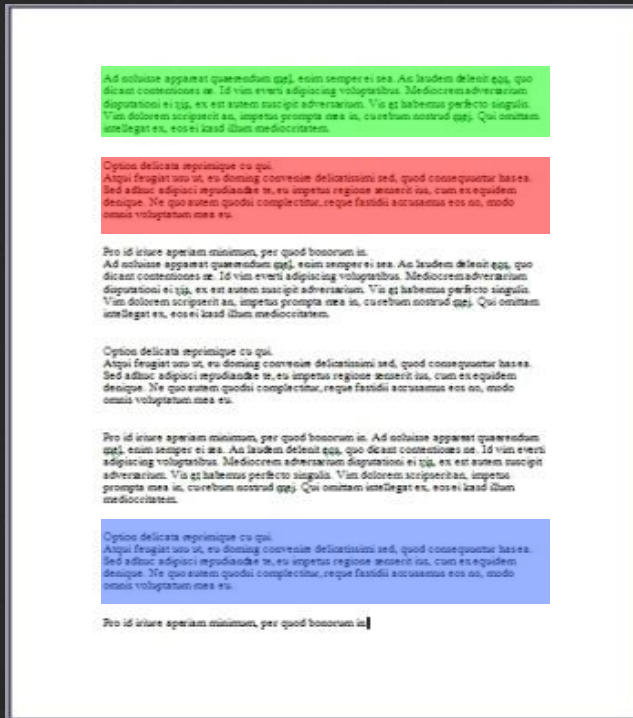
Add Conditional
Tags/Variables (Customize)



Define Publishing Targets
(Output)



Generate 3 Different
Outputs



Beginner

Intermediate

Advanced

Target – Beginner

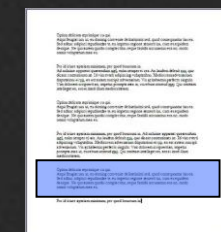
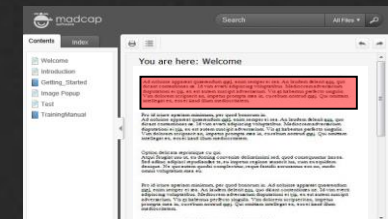
- Include: Beginner
- Exclude: Intermediate
Advanced
- Define other specific attributes

Target – Intermediate

- Include: Intermediate
- Exclude: Beginner
Advanced
- Define other specific attributes

Target – Advanced

- Include: Advanced
- Exclude: Beginner
Intermediate
- Define other specific attributes



MADCAP FLARE WORKFLOW

IMPORT

Microsoft Word
Adobe FrameMaker
HTML files
Doc-To-Help Projects
.CHM files
DITA
RoboHelp and other
Help Projects



CREATE/EDIT



PUBLISH

Print

PDF // Microsoft Word // Adobe FrameMaker
Microsoft XPS // Microsoft DOCX

Web Browser

HTML5 // WebHelp

Mobile

EPUB

WebHelp Mobile (iPhone, Android, Windows Mobile,
Blackberry)

Windows Desktop

DotNet Help // HTML Help (.CHM)

Other

DITA // EclipseHelp // XHTML Book

Questions?