

All Who Wander Are Not Lost: Implementing an XML Workflow in a Standards Environment

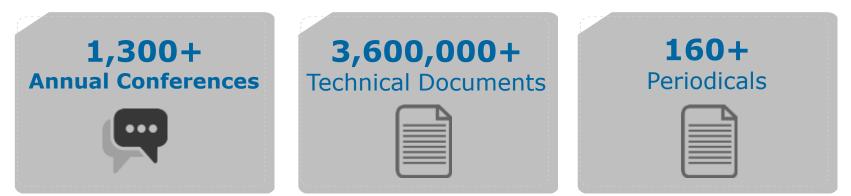
Kim Breitfelder,

IEEE-SA Director of Content, Production & Management

IEEE: World's Largest Professional Association Advancing Technology for Humanity



Our Technical Breadth





IEEE Standards Association

Global standards sustain products and services for implementation and use by customers in a globalized world

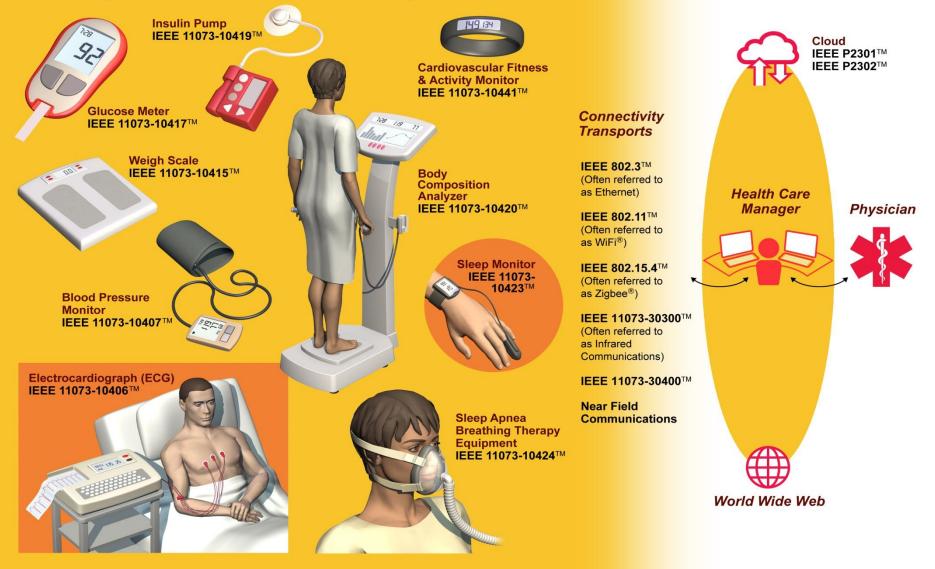
Examples:

- Aerospace Electronics
- Broadband Over Power Lines
- Broadcast Technology
- Clean Technology
- Cognitive Radio
- Design Automation
- Electromagnetic Compatibility
- Green Technology
- LAN/MAN
- Medical Device Communications

- Nanotechnology
- National Electrical Safety Code
- Organic Components
- Portable Battery Technology
- Power Electronics
- Power & Energy
- Radiation/Nuclear
- Reliability
- Transportation Technology
- Test Technology



Improving Personal Health Device Communications Through Consensus Building



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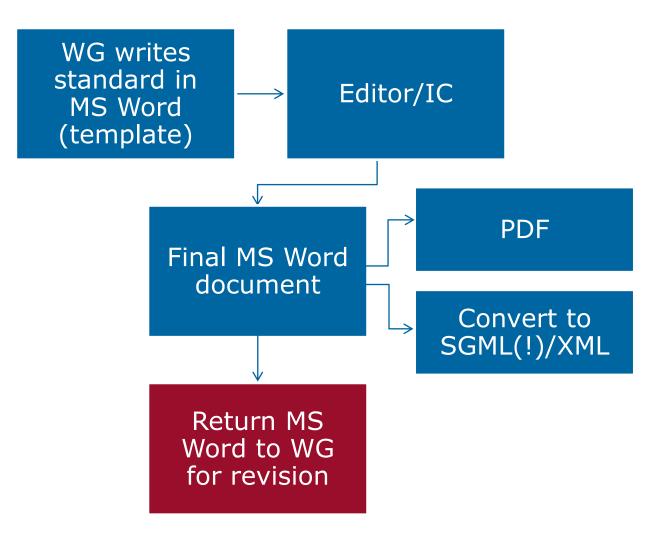
IEEE STANDARDS ASSOCIATION

IEEE-SA Publishing

- Over 1,100 active standards
- Publish about 120 standards/year
- 5 5000+ pages; typically about 100 pages
- Support 500 active working groups
- Knowledge of standards developing process (consensus, risk, legal)
- Standards professionals who do publishing vs. publishing professionals who do standards
- NOT a part of IEEE Publishing (journals, transactions, etc.); coordination between the two groups.
- Compatibility with IEEE Xplore.
- A very small part of IEEE published content, but vitally important.



The Old Way





Institute-wide Commitment to XML

Business/product reasons:

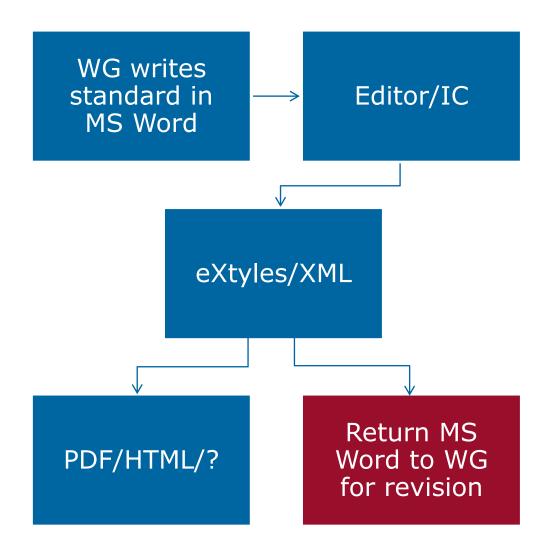
- IEEE-wide commitment to XML; legacy conversion; simultaneous delivery of PDF and XML for display in HTML in IEEE Xplore (same day availability).
- Provide the infrastructure on which future SA products and services can be developed, built, and provided (apps, epub, etc.).
- Data mining of content for IEEE use and potential sale of IP.

And, while we're at it...

- Reduce inefficiency—quicker time-to-market standards development cycle.
- Streamline IEEE-SA's production and publishing processes and improve level of service provided to standards writers and participants.



The (almost) New Way



Still figuring out...

How much should the IC's format the document?

How much should they edit? Redundancy with autoredact and Schematron. Retraining needed.

Return document is lessthan-ideal...

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Expected challenges

- Cultural. People hate change.
- Turnaround document/round trip. A bit of a "PR" problem.
- Skills gap.
- Coordination with larger IEEE efforts. Timing is everything...and usually off.

Unexpected challenges

- Cultural.
 - People *really* hate change.
 - A different skill—Move from making the document "look good" to imposing structure; abstract.
 - Not always seeing the big picture.
- Software: Missing ribbons; MathType
- Figures/Art. More rigidity in file types. Just looking OK is not enough. No more Word drawings, jpegs, screen shots, etc.
- Time/Labor intensive as we learn the new way



Questions?

