Wheel of Digital Transformation

Leticia Guzzetta, Sr. Technical Communications Manager
Ideas Online Conference Winter 2020
January 7, 2020

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About the Speakers – Leticia Guzzetta

- Senior Technical Communications manager at Cadence Design Systems
- 18 years management experience and 30+ years tech pubs experience
- Working knowledge and experience on improving publishing processes and content strategies with some expertise in XML, DITA, CMS, CCMS, and FrameMaker
- Currently, manages the Design IP documentation writing projects and team. Works closely with her overseas team and peers to improve and modernize the publishing process
- Leticia has a BA and MA in English

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Digital Transformation – Accomplishments

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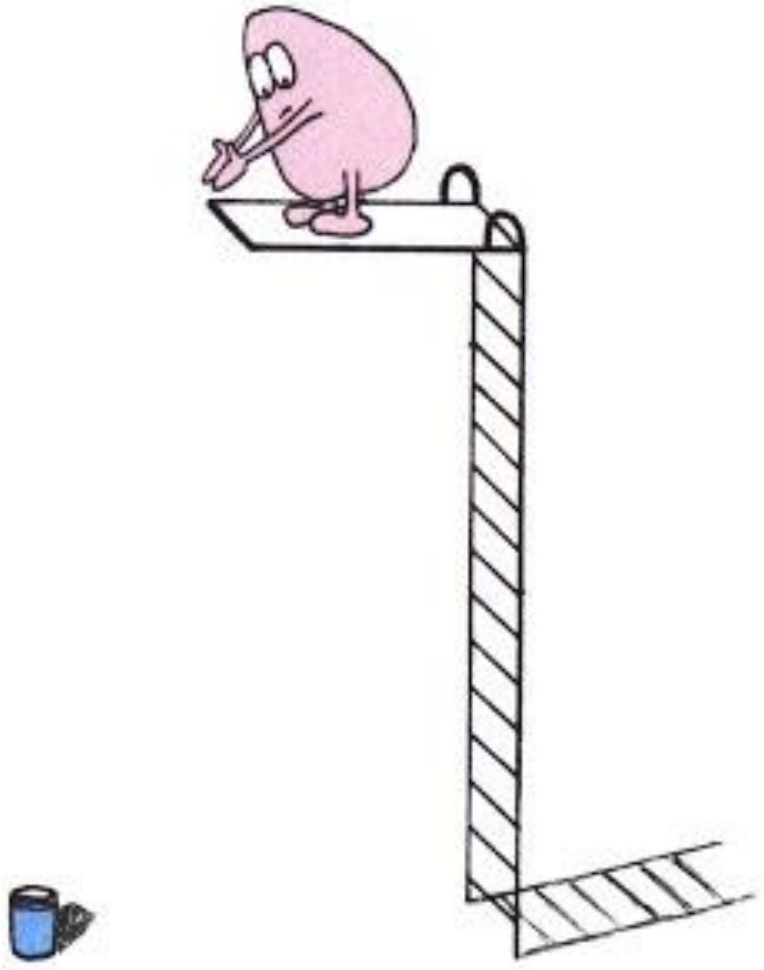
Without a Plan



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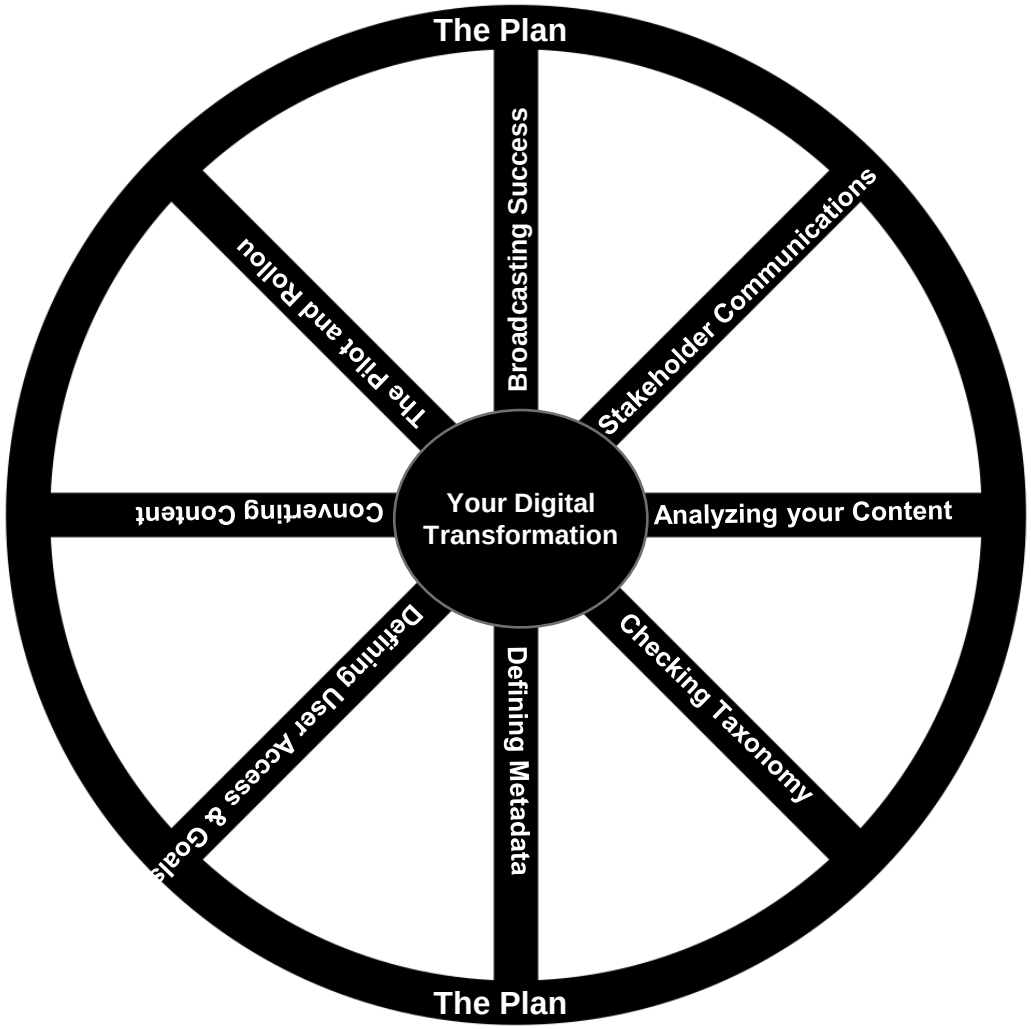
Wheel of Digital Transformation



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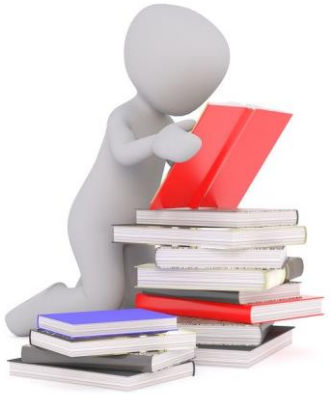
Components of the Digital Transformation

- Stakeholders communications
- Analyzing your content
- Checking taxonomy
- Defining metadata
- Defining user access and goals
- Converting or creating content
- The pilot and rollout
- Broadcasting success



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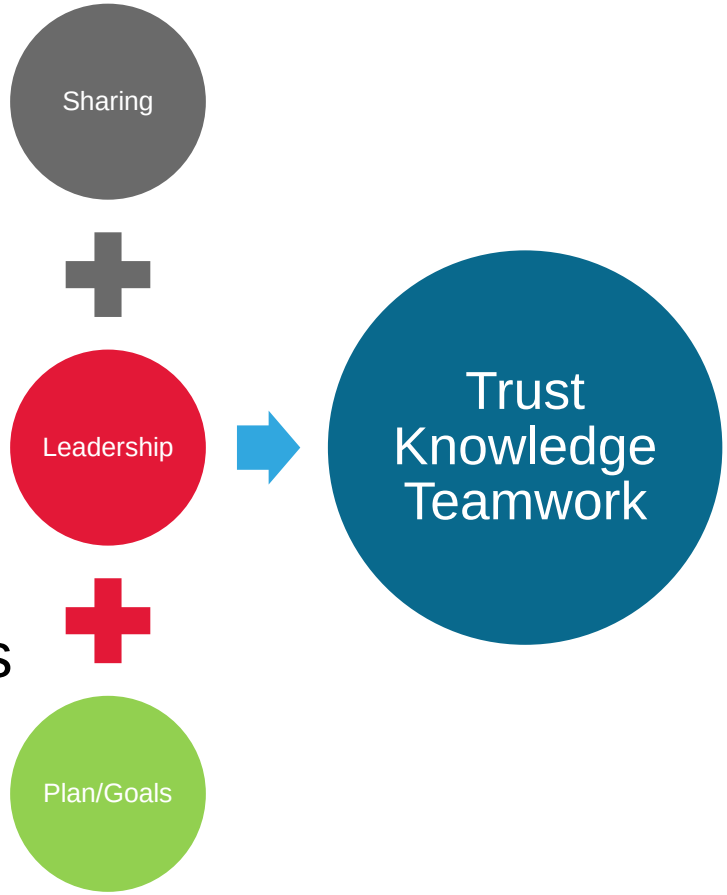
Stakeholders Communications

- Plan of the transformation
  - Issues vs Benefits
  - Schedule – realistic
  - ROI and amortization
  - Status frequency
- User experience
  - Results
  - User goals
- Cast of characters
- Additional outside help requirements
- Training



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Stakeholder Communications – My Template

Discovery and Plan of Documentation Status

Current Situation	Issues
<What i Resourc	

What is Your Goal and Mission

- Goal:
  - Define your group's goal
- Mission:
  - Create a crisp mission statement that relates back to the issues and your action plan
- ROI and Amortization
  - Describe the saving over time
- Your tagline
  - A memorable pithy single phrase that describes your action plan

* Content Strategy & training
* Corporate Style Guide
* Graphics guidelines
* Information Model
* Storage (source file location)

* Reuse Pilot
* Knowledge base campaign
* Metrics implementation

adjustments via metric data

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Analyzing your Content

- Inventory of your documents or content
- Understand the goals of users – use models
- Define your template (Consistency)
  - Elements/components
  - Content/topic types (structure)
  - Reuse strategy
  - Specialization (if any)
- Train on the technology
  - Feedback from team
  - Revising your template
- Rewrite your content

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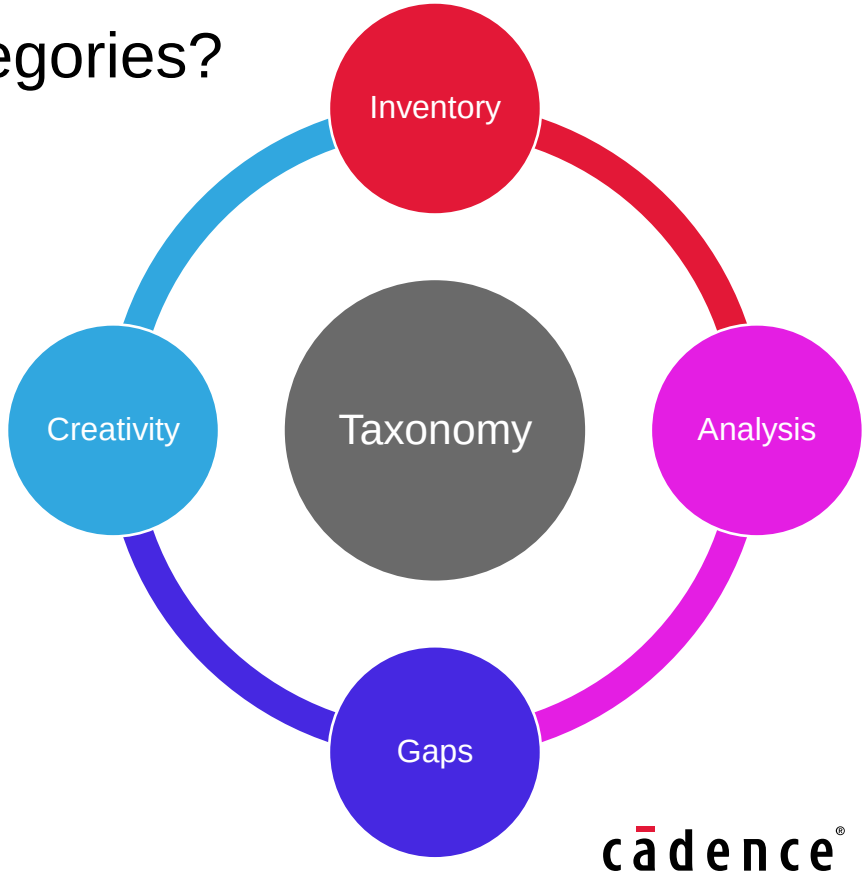
Checking Taxonomy

- How does your content taxonomy fit in with the current?
- Is it a natural fit?
- How does it fit the user goals outline?
- Do you need to make new categories?



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Defining Metadata

- User goals for this data? How does it fit?
- What do you need for Internal or External use?
  - Date, key content (keywords/phrases),
  - Doc version, product number, product version,
  - Release type (alpha, beta, production or Early Access (EA), General Availability (GA))
- What are you going to user it for? Use models?
- Metrics on your metadata (current and future)

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Defining User Access and Goals

- Understand current access
- Define user goals (current and future)
- How can you use the metadata to achieve
  - User goals
  - Easy navigation and search
- What are your metrics for access?
  - What are your measurements for success and improvements?
- Define your plan – use phases
- Communicate any impact to original plan and schedule

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Converting or Creating Content

- Merge your content and template
- Create scripts for most of the conversion
  - Testing, testing, testing
  - Adjusting scripts
- Shape content
  - To meet user goals
  - For easy access and navigation and search
  - Rewriting your content

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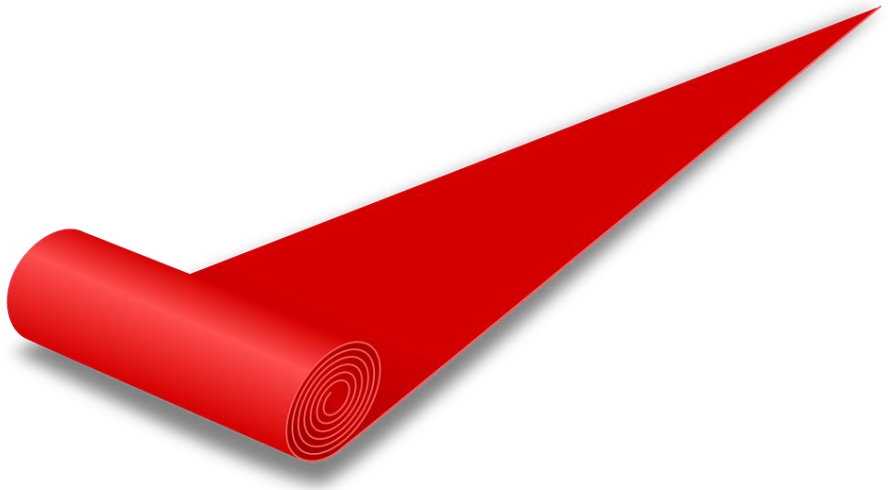
The Pilot and Rollout



- Goals for the pilot
  - Test plans
  - Testers
  - Analysis
  - Results
  - Decision and replanning
  - Communications adjustments of plan
- Rollout
  - Schedule
  - SOP/ new processes
  - Training
  - Stages of rollout
  - Communications of plan

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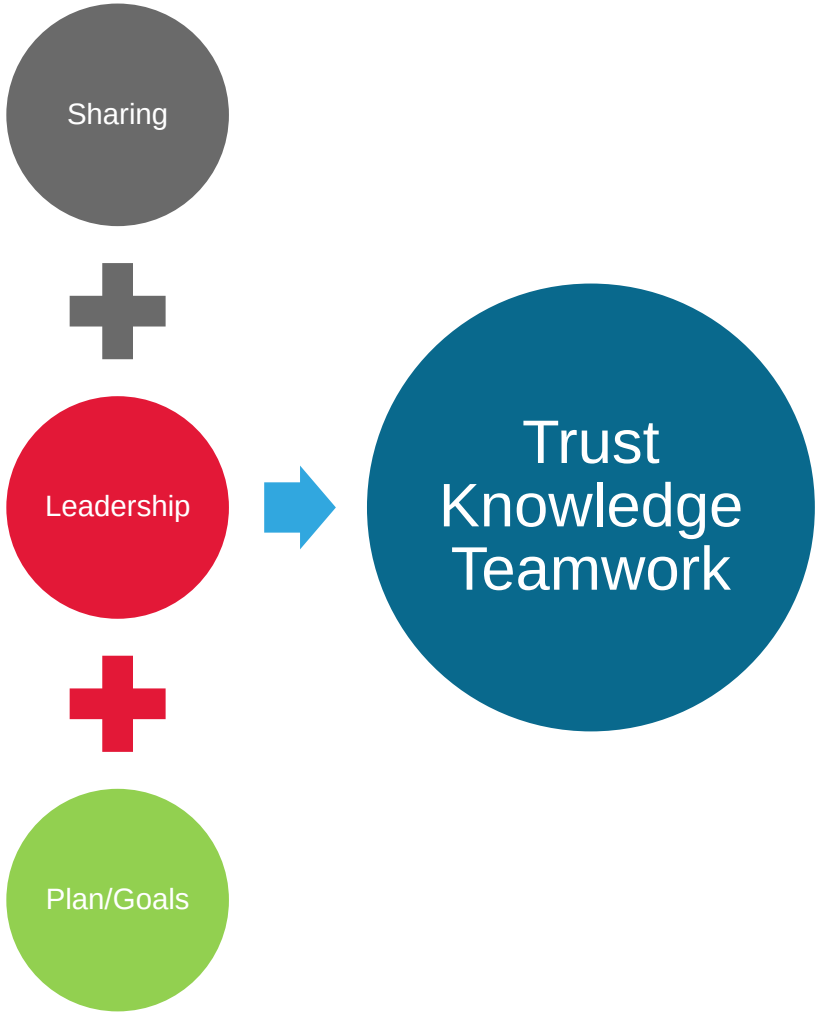
Broadcasting Success

- Plan of the transformation
  - Issues vs Benefits
  - Schedule
  - ROI and amortization status
- User experience improvements
- Metrics
- Possible demo



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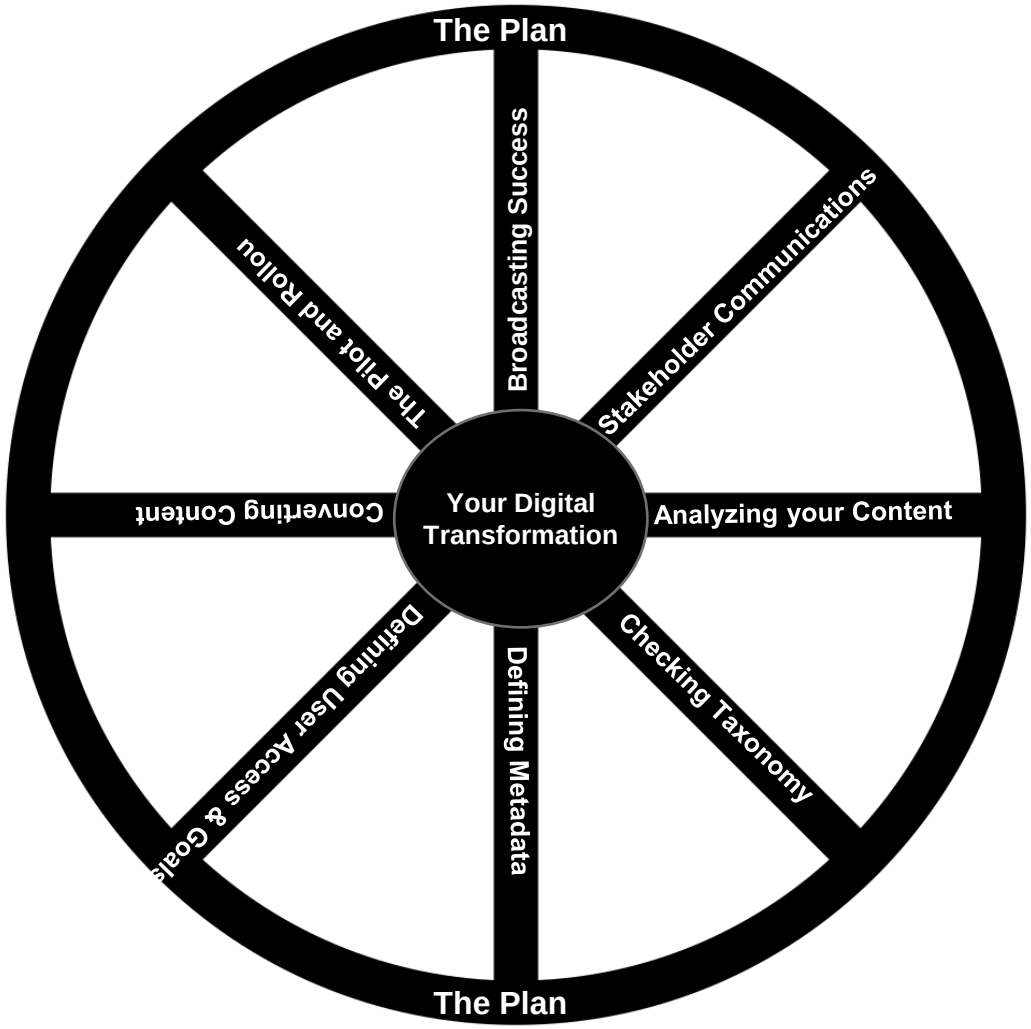

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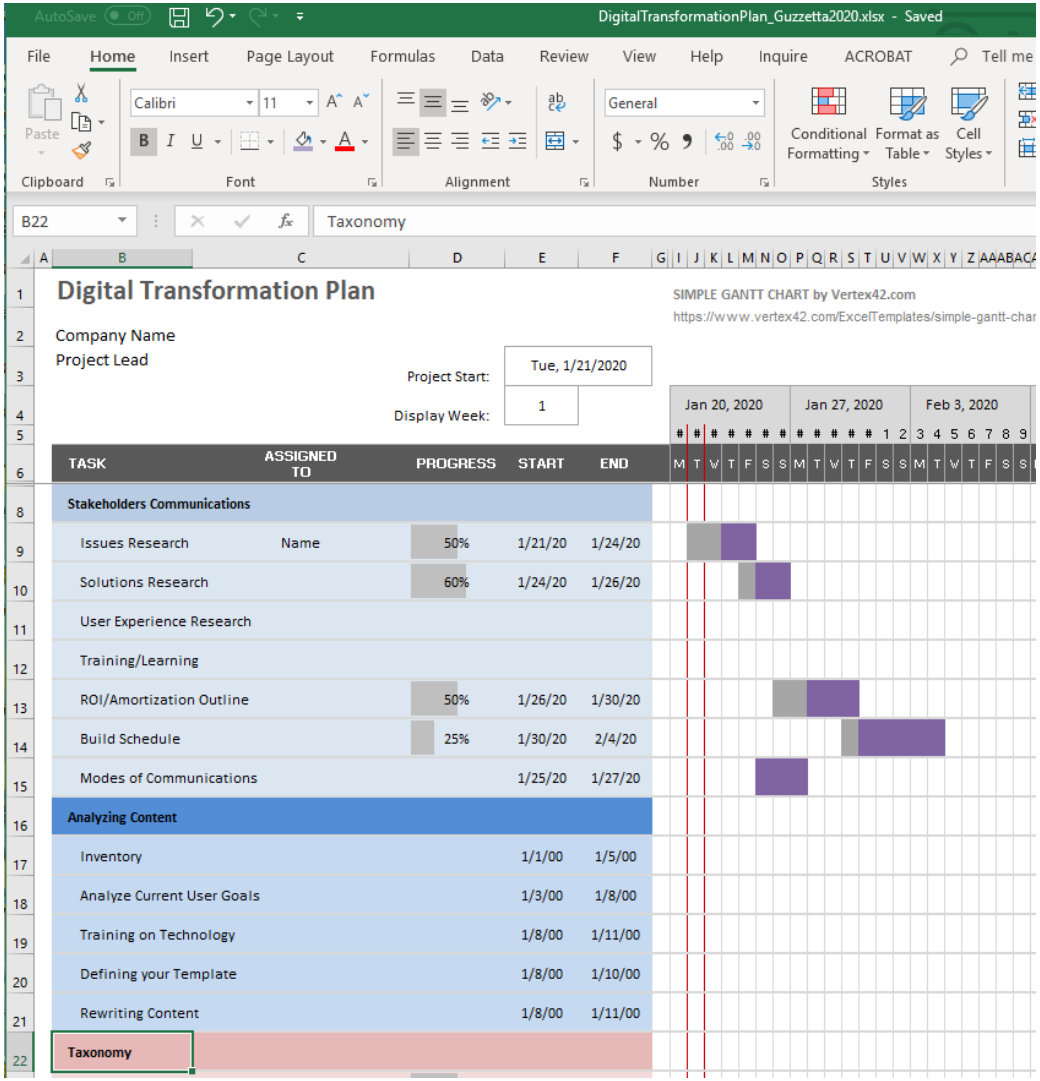
Tools for Planning



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Questions

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- Twitter: @leticiaguzzetta

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