If At First You Don't Succeed…
Lessons Learned From Buying the Wrong CCMS

Tracy Baker

June 2021

A bit about me

- Formerly of F5 Networks

- 20+ years in and around tech comm in Seattle

- Big fan of efficient processes, weekends, red wine, and football

- Favorite quote:

  - *Perfection is the enemy of progress*, quickly followed by

  - *Failure is the best teacher*

- Contact info

  - Linkedin, or

  - Email: tracy.baker@jorsek.com

Tracy Baker

Customer Success Manager

Jorsek, makers of easyDITA

easyDITA
BY JORSEK

If At First You Don't Succeed....

Lessons learned from buying the wrong CCMS

Hear how Tracy Baker, formerly of F5 Networks, navigated a monumental do-over when the team realized that the CCMS they bought and implemented was not a good fit for the organization. The outcome was, and still is, an outstanding success.
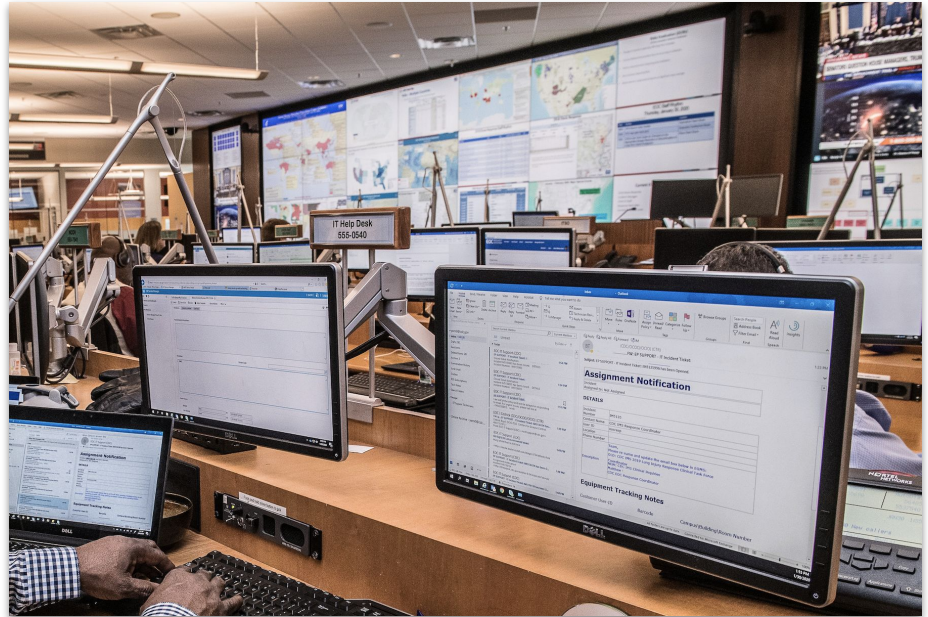
Agenda:

- A little tale
- Starting with structured authoring
- Vendor selection
- A difficult reality
- A better solution

easyDITA By JORSEK

A Little Tale

One of the fastest growing companies in internet security

Can't. Keep. Up.

Let's Move To Structured Authoring

Wait. What?

The journey began

Publishing 70-90 Documents

Every release

About 6 major releases/year

Using DITA Open Toolkit on my laptop

- Fried not one, but two, motherboards

Not sustainable

Our Initial CCMS

The big three have brilliant sales and marketing …drank the Kool Aid

Got the funding, paid the BIG bucks

6 months to roll out

18 Months Into Implementation

Started realizing what we needed and what we bought were diverging

Contributing factor: corporate business model shifting

Yearly maintenance just for the privilege of having the system was $$

Ruh-roh....

Searching For a New Solution

Started a clandestine search for a replacement

Had some really tough, and delicate conversations with management

Swallowed my pride

Requirements

One big must was SaaS only. No more on-prem.

- That was, and still is, a short list

- Total cost was less than maintenance on first one

- No servers to manage/maintain

Review capabilities, etc.

Takeaways

Talk to as many people as you can about the process

#1

easyDITA
BY JORSEK

Get your requirements in order

#2

#3

Make the vendor actually show you how to do the thing(s) you need to do

Test - Don't take answers at face value

#4

easyDITA
BY JORSEK

Get your requirements in order

#5

Expect some pain - the hardest part was exporting and then importing content

#6

Asking for money is daunting - arm yourself with reasons the business will benefit

#7

Don't buy inexpensive wine - you'll only get a headache

#8

Contact information

Feel free to contact me.

I'm happy for others to learn from my experiences.

- Linkedin, or

- Email: tracy.baker@jorsek.com

Tracy Baker

Customer Success Manager

Jorsek, makers of easyDITA