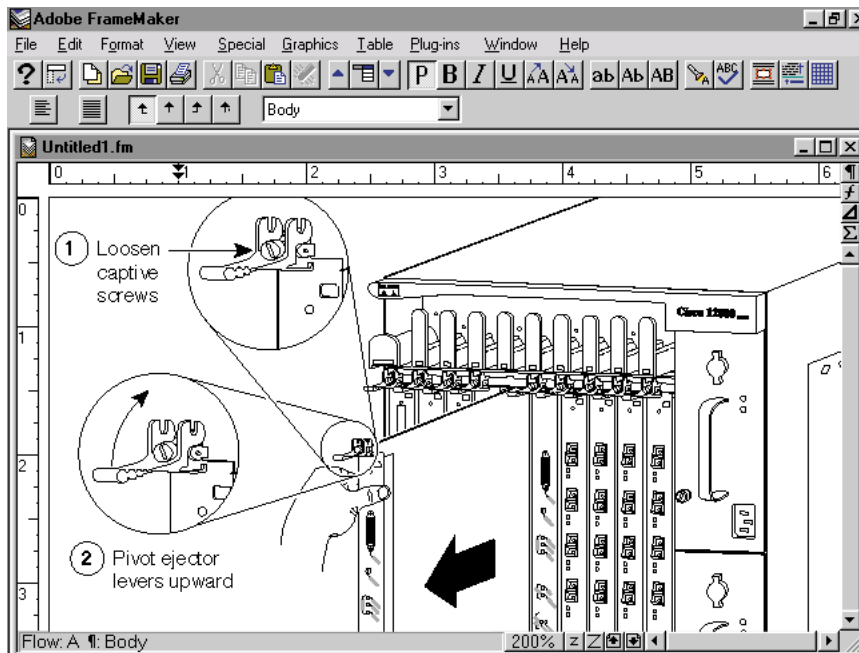


Cisco Systems

Documentation Groups Create HTML, PDF, and PostScript® Versions of Documentation With the Click of a Button and Save \$50 Million in Publishing Costs Per Year

Adobe® FrameMaker®
Adobe Acrobat®



Using Adobe FrameMaker and Adobe Acrobat, Cisco creates nearly all of its technical documentation for publication to multiple media from a single sourcing model.

Key Benefits

- Cisco saves \$50 million a year in printing and reproduction costs by publishing customer documentation and collateral on CD-ROM and the Web.
- FrameMaker and Acrobat software enable the creation of a single source for printed and online documentation, and in some cases, online help.
- Electronic document management system runs scripts to automatically create PDF, HTML, and PostScript files, at the click of a button.
- FrameMaker software's table options and book building features provide powerful tools that make publishing easier.
- FrameMaker runs on Macintosh, Windows®, and UNIX® platforms, giving the company freedom of choice.
- PDF files print reliably on the Web.

When a documentation set for a single popular product consumes 11,000 pages, electronic publishing can save hundreds of thousands of dollars per year. Cisco Systems, the worldwide leader in networking for the Internet, located in San Jose, California, decided several years ago to deliver documentation on CD-ROM and the Web, rather than just in the traditional paper format. "Lengthy documentation sets waste space and are often not as convenient for our customers," says Jan Johnston-Tyler, senior manager of central documentation services. "What's more, customers have become accustomed to the currency of online documentation that paper can't always provide."

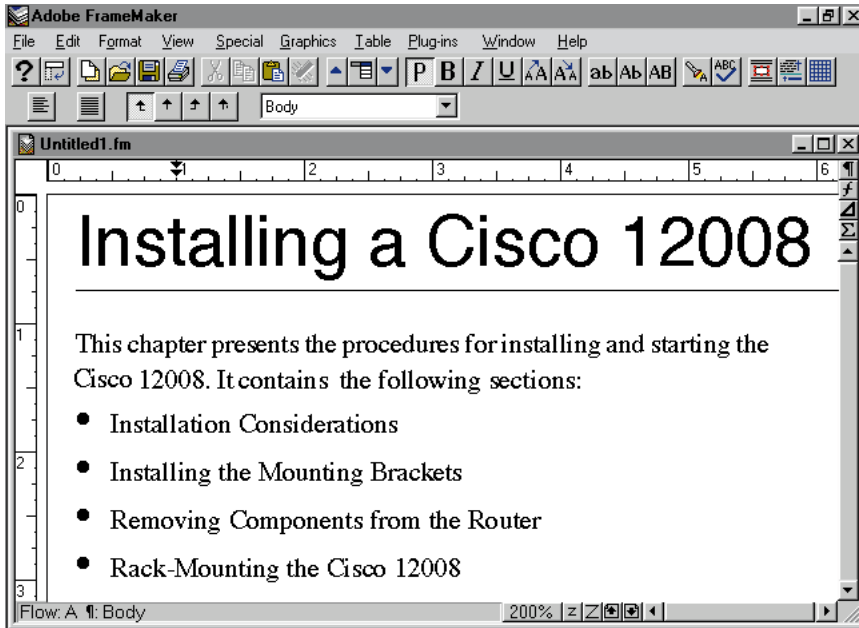
Cisco creates nearly all of its technical documentation using Adobe FrameMaker and Adobe Acrobat software, using a single-sourcing model. This way, the company can print paper documentation and render the same file into electronic versions using the

same authored text. Cisco's customized system is based in part on Adobe FrameMaker and Adobe Acrobat software.

FrameMaker Authoring Features Save Time

The 120 writers and editors at Cisco use Adobe FrameMaker software to author and publish nearly all of the company's technical documentation, including process documents, project plans, job aids, hardware installation guides and software configuration guides. The company publishes about 200 manuals a year for audiences ranging from home office users to network designers. A central documentation services group provides centralized services—print production, electronic production, templates, style guides, and support for desktop and server-based tools for the company's writers, editors, and managers. The group employs 20 print production coordinators, illustrators, and support personnel.





Cisco produces more than four million pages a month of technical documentation including process documents, projects plans, and installation guides using Adobe FrameMaker and Adobe Acrobat.

Johnston-Tyler. “FrameMaker and Acrobat combine to create an easy, attractive, economical solution for electronic publishing.”

From FrameMaker to the Web With the Click of a Button

Cisco archives FrameMaker files of all documentation on a UNIX-based electronic documentation management system, which is the underlying mechanism for both print and online publishing. To release a document to the Web, the author simply clicks a button at his or her workstation. In just minutes, the entire manuscript is output from FrameMaker to HTML and PDF, and the files are published to an intranet site. The author visually inspects the document and, if no errors appear, clicks another button to publish it to the extranet. Overnight, the document is available on the Web for customers.

The documentation CD-ROM that ships with products contains HTML files, browser software, and a search engine.

FrameMaker Open Interface Offers Flexibility of Choice

“FrameMaker supports our goal of flexibility to choose various outputs for documentation,” says Johnston-Tyler. “By developing in FrameMaker, we can output to HTML, PDF, and PostScript.”

“FrameMaker is our first choice for technical authoring,” says Johnston-Tyler. “In particular, its table options and book building features are superior. Also, FrameMaker doesn’t restrict us to a particular platform. Our writers use both Macintosh and Windows platforms; our electronic document management system is based on UNIX.”

FrameMaker and Acrobat Team Up for CD-ROM and Web Publishing

To provide a convenience to its customers and cut costs, Cisco began publishing its technical documentation on CD-ROM and the Web in 1994.

Initially, the company used Hypertext Markup Language (HTML) for Web-based documentation. As time went by, Cisco needed a robust file format that could handle online viewing of long chapters containing tables and illustrations, one that would print reliably with unlimited formatting options so that tables would not bleed

off the page, so Cisco added the option to download PDF files from its extranet.

“Cisco calculates its savings from publishing electronically as approximately \$50 million a year. FrameMaker and Acrobat combine to create an easy, attractive, economical solution for electronic publishing.”

—Jan Johnston-Tyler, Senior Manager of Central Documentation Services, Cisco Systems

Cisco decided to publish its documents as PDF files as well as HTML to its corporate Web site. Today, the Cisco Web site presents more than four million pages a month and about half the content is generated in Adobe FrameMaker. “Cisco calculates its savings from publishing electronically as approximately \$50 million annually,” says

Cisco Systems Systems At-A-Glance

Software:
 Adobe Acrobat
 Adobe FrameMaker

Hardware:
 Apple Macintosh
 Windows PC
 UNIX Workstation
 UNIX-based Electronic Document Management System

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Adobe Systems Co., Ltd.
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