

# XML Content Conversion

Transforming the value of your content

## Stilo has pioneered content conversion for two decades

From the earliest days of XML's predecessor, SGML, Stilo realised that the biggest problem companies would face in moving to SGML or XML is not in the processing of SGML or XML content, but in processing existing content to get it into an appropriate XML or SGML format.

This involves much more than simple file format conversion. To be useful, XML must express the meaning of content, not just its format. Conversion processes need to add value to content, not just angle brackets.

Stilo has extensively researched and developed tools and methodologies for content conversion and transformation, with particular emphasis on the up-translation of content to XML and SGML.

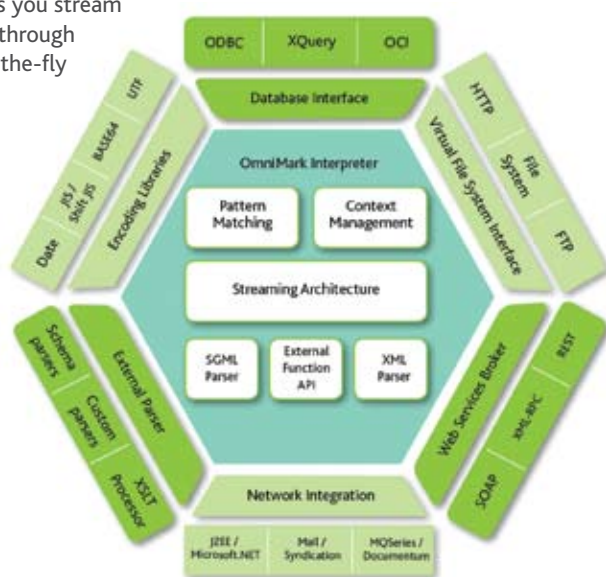
**We are the content transformation experts, having provided a range of solutions to over 1000 companies in 35 countries, in sectors as diverse as Aerospace and Defence, Publishing, IT, Telco, High Tech and Government.**

## Building custom content conversion applications

For those customers wishing to build and integrate their own content conversion applications, Stilo has developed the OmniMark high-performance content processing platform. OmniMark is the only tool designed from the ground up to translate non-XML data into XML, and to translate XML to other formats.

It combines powerful pattern matching with advanced context management to help analyse your content. It then lets you stream the mark-up you create directly through its integrated XML parser for on-the-fly validation. All in a single pass, making it the fastest and most complete XML processing tool on the market.

Stilo professional services can be engaged to assist at any stage in the design and build process, developing and maintaining complete turnkey applications as required. We combine our understanding of content transformation tools and techniques, with our customers' knowledge of their content, to deliver high-performance, enterprise content processing solutions.



Omnimark Architecture



**Pioneers in Content Conversion**



### On-demand Content Conversion

For many customers, the conversion of content is viewed as a one-off exercise, especially in the case of legacy content conversion, where the building of a permanent conversion infrastructure is generally unwarranted.

Our professional services team regularly undertake outsourced content conversion projects, using our own tools and well-established methodologies, to guarantee high-quality standards and a rapid turnaround.

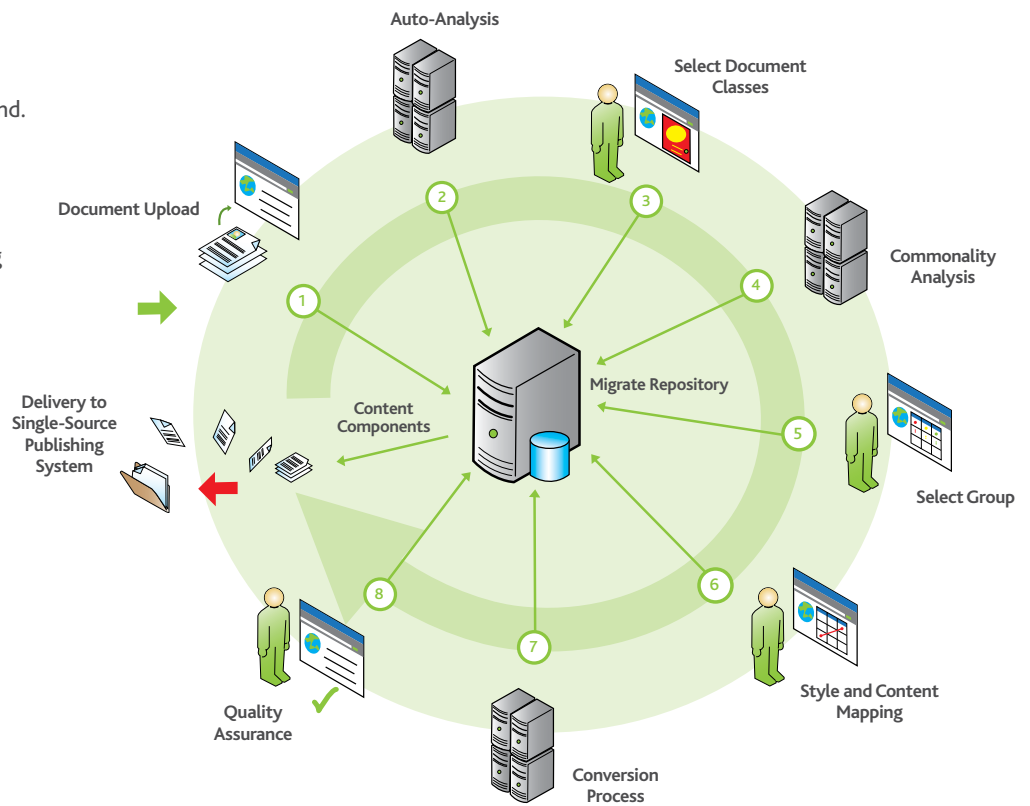
### Accelerate DITA Adoption

For customers who require 24/7 access to document conversion capabilities on an ongoing basis, and want to avoid developing or managing their own systems, we provide Stilo Migrate – the world's first online content conversion service.

The initial release enables customers to upload Word and FrameMaker documents via a personalised portal, and through a well-managed interactive process, convert the content online to XML DITA.

Future releases will incorporate additional source documents and target formats, readily adaptable to individual customer requirements.

**Stilo Migrate Workflow** – The following diagram illustrates the workflow process provided by **Stilo Migrate** for converting legacy documents into XML DITA content components, and subsequent delivery to single-source publishing systems.



### Services Overview

Whatever your content conversion requirements, Stilo is well placed to help address them, including:

- ➔ Conversion of content from any proprietary source format into customer-specified XML structures e.g. MS Word, Interleaf, WordPerfect, FrameMaker, InDesign, Quark, PDF and Folio.
- ➔ Bi-directional conversion between SGML and XML enabling new functionality to be realized from past investments in SGML.
- ➔ Migration of legacy content into forms that can be efficiently loaded into enterprise content management systems.

- ➔ Enrichment of converted content to meet the levels of information quality needed to support the next generation of advanced customer-focused enterprise applications.
- ➔ The adoption of major industry standards including:
  - DITA
  - S1000D
  - DocBook
  - ATA iSpec 2200

### Highlights:

- ➔ **Stilo are pioneers in content conversion technology and services**
- ➔ **Convert content from any proprietary source format**
- ➔ **Choose from custom development, on-demand or outsourced services**
- ➔ **Ensure adherence to industry standards, e.g. DITA and S1000D**

[stilo.com/conversion](http://stilo.com/conversion)

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