



ASTORIA CASE STUDY: MICRON TECHNOLOGY, INC.

A world leader in advanced semiconductor technology sought a price-competitive, easily configured structured-content solution. Astoria Software analyzed the company's needs and implemented the Astoria On-Demand Component Content Management System (CCMS), using XMetaL for authoring content and DITA for the XML structure. During the year-long pilot and ramp-up, Astoria provided initial training on the CCMS for both users and administrators, while helping Micron to build style sheets for Micron's high-fidelity PDFs.

The Client

Micron, a global leader in advanced semiconductor systems, offers the broadest portfolio of memory products in the industry. Its mission is to leverage this portfolio in ways that enable customers to innovate.

A diverse team of Micron's content experts, including technical writers and application engineers, collaborated to author and produce an extensive repository of customer-facing technical content, such as graphics-intensive data sheets—content critical to supporting Micron's mission.

The Challenge

Due to a steadily increasing volume of content and the limitations imposed by Micron's choice of technology, content maintenance became the number-one issue affecting Micron's team. Higher content volumes triggered shorter timelines, which complicated handoffs between technical writers and subject-matter experts. Sluggish and inadequate enterprise content management (ECM) limited reuse of content, causing formatting and consistency issues to arise. Furthermore, Micron's ECM system could not communicate with the chosen authoring tool—unstructured FrameMaker—creating a “lockbox” model of content management that drove the following untenable conditions:

- Higher Costs: Authoring and production of data sheets involved significant duplication and overlap of work
- Content Isolation: Content sharing and template management were negligible or nonexistent between business units
- Inflexible Processes: Content creation and production could not scale as the pool of available human resources expanded or contracted

The Solution

Astoria Software analyzed Micron's requirements for cost-control, reuse, and scalable flexibility, and then implemented the Astoria On-Demand CCMS to meet these needs. During a year-long pilot and ramp-up activity, Astoria provided CCMS training for users and administrators, and helped Micron with custom style sheets and DITA elements to create Micron's high-fidelity PDFs.

Craig Henley, Micron's Marketing Publications Manager, reports that the results,

“...have met and exceeded our expectations. The Astoria solution resolves our primary issues nicely and lets us realize new capabilities to boot. And there is still room to grow.”

Mr. Henley also cited the following tangible benefits to using Astoria On-Demand and JustSystems XMetaL in the DITA framework:

- A typical datasheet now incorporates **90% reusable content**, dramatically improving consistency in both writing style and content structure
- The team **reduced the time** to produce and maintain data sheet content **by 75%**
- By adopting DITA's topic-based content model, Micron teams have **enormous flexibility in allocating technical writing resources** to meet tight deadlines and decrease review cycles. DITA-compliant style sheets have also solved long-standing problems with formatting consistency.

As the Micron team continues to build its content repository, there is a natural collaboration with Astoria Software to identify improvements to workflows and increase the quality of output. The end result is an efficient, continuously improving process that allows Micron to deliver the high-quality content their customers demand.