# Dynamic Rebranding in DITA

## Scaling content for co-branding experiences

# 👋 Intros

**Rakesh Konda**

**Team Lead, AEM & AEM Guides Engineering Team**

- Solution Architect with 13+ years experience in Enterprise CMS and CCMS implementations (including large-scale Adobe AEM Guides deployments).

# Agenda

**01**  **The Business Challenge**

**02**  **The Road to AEM Guides**

**03**  AEM in Action

**04**  Impact & Results

# 01
# The Business Challenge

Growth & Consequences

## Business

Organizations must build **customer trust, satisfaction, and loyalty** while simultaneously driving **operational efficiency**

Customers expect **instant, self-service solutions** to their problems—delivered with the right **branding, tone, and relevance**—without unnecessary delays.

## User

Users demand fast, accurate answers on the platform and device of their choice.

They expect consistent branding and product-specific terminology, tailored to their experience and locale.

## Multi-Audience Complexity

Businesses must serve direct customers, partners, and internal employees—each with slightly different content needs.

Delivering the right content to the right audience at the right time has become critical for business success.

# Common challenges

 Two-too many Content Management Systems

 Multiple branding requirements, inefficient processes

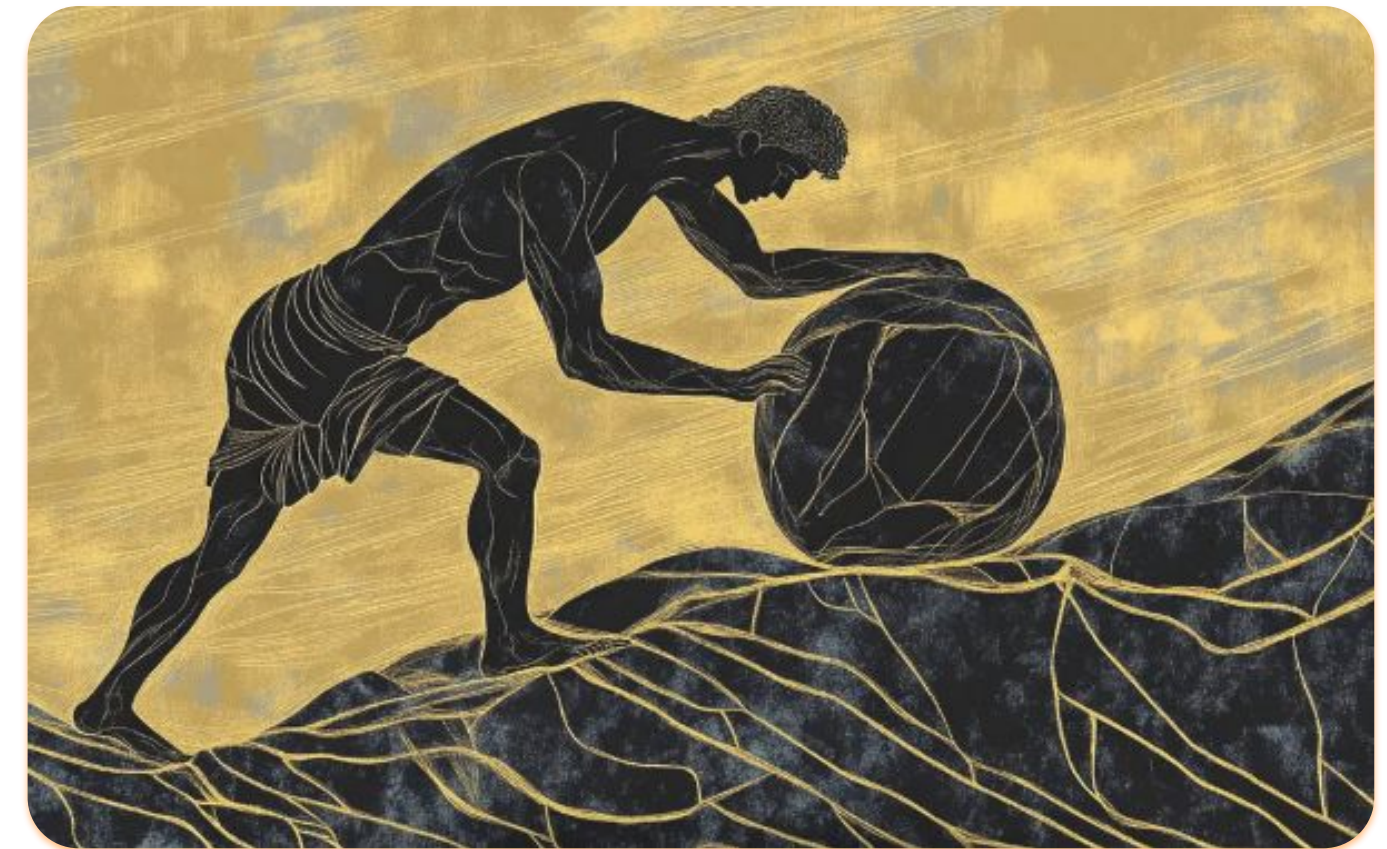 **Static content, lack of modality**

 Tribal Knowledge

 **Death by 1000 papercuts!**

 Omnichannel delivery, curation and partner growth

# Branding & Delivery

So, what are the pain points companies face with rebranding & omnichannel delivery?

# Branding Requirements

Product names and partner terminology

Templates, colors, logos

Contact information

Different offerings, exclusions, legal requirements, billing variations

Increase in number of partners onboarding

# Rethink the Content challenges

## 🧠 Brainstorm Sesh

- Engage with stakeholders
- Review company goals

**Stakeholder Alignment:** Engage cross-functional teams to surface content delivery gaps and branding inconsistencies.

**Goal Clarity:** Align technical, business, and user experience goals to drive transparency and shared ownership.

**Growth Forecasting:** Anticipate expansion across partner ecosystems, product offerings, and delivery channels.

**Scalability:** Build flexible content systems that adapt to evolving branding and platform needs.

**Operational Efficiency:** Streamline creation, management, and publishing workflows to increase productivity.
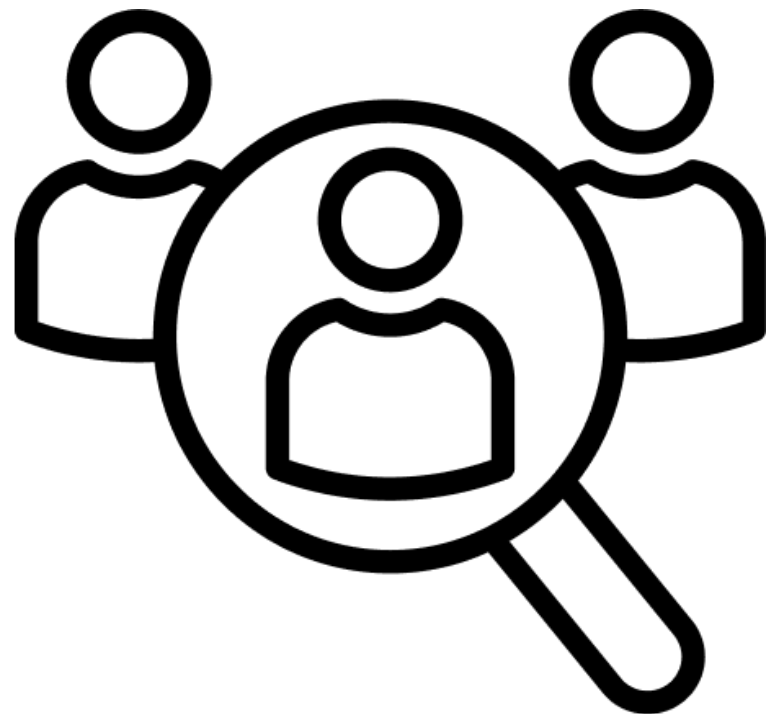
**Agility:** Maintain the ability to respond quickly to new requirements, platform changes, or rebranding initiatives.

**Data-Driven Strategy:** Use performance metrics, analytics, and feedback to guide structured content decisions.

# 02
# Road to AEM Guides

Operational Plans

# Motivation

**1** **Single Content Management System**

Streamlined processes drive self-service alignment of content platforms, cost reductions, and consistency of content and digital asset management practices.

**2** **Omnichannel Distribution**

Support processes are all aligned to power customized interactions across all product lines.

**3** **Content Consistency**

Create a single web experience that maintains consistency across channels.

**4** **Centralized Maintenance**

The publishers & developers manage all aspects of the web and content experiences to ensure timely, consistent tone, style, and brand guidelines adherence.

# Shopping for a Content Management System

## Structured Content

- Out-of-the-box functionality
- Readability and SEO benefits
- Predefined templates & workflows
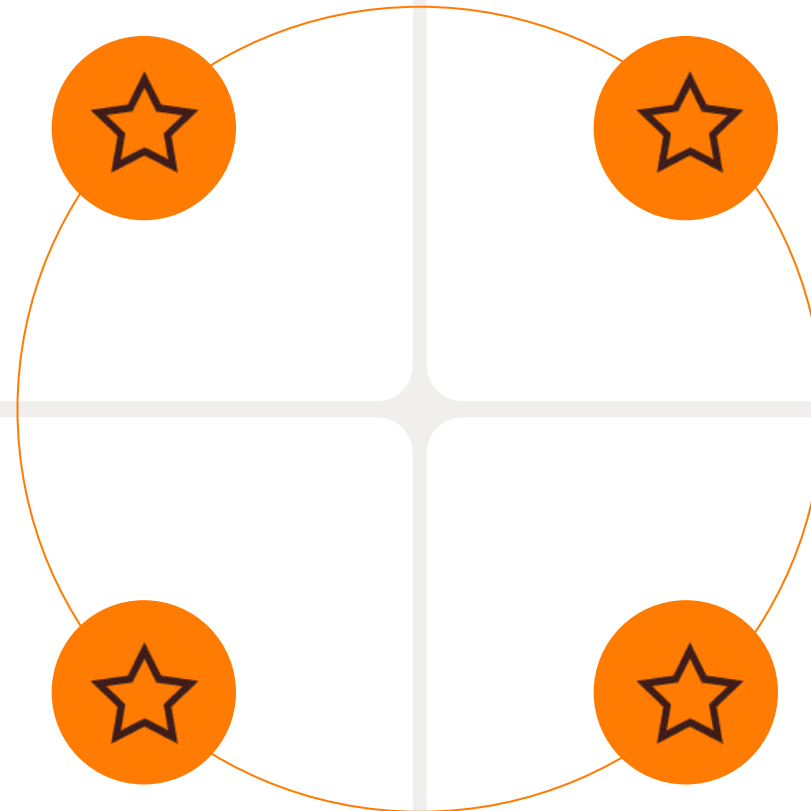- Adaptable, componentized, modular capabilities

## Omnichannel Management

- Rebranding ease
- Accelerated delivery
- Customized experience
- Metadata and tagging flexibility
- Multi-language support

## Easy Publication

- User-friendly interface
- Headless content delivery
- Metadata & tagging flexibility
- Accelerated delivery

## Scalable

- Reusable components
- Multi-Touchpoint delivery (web, chatbot, agent assist)
- Find and replace automation
- Multi-site & multi-language support
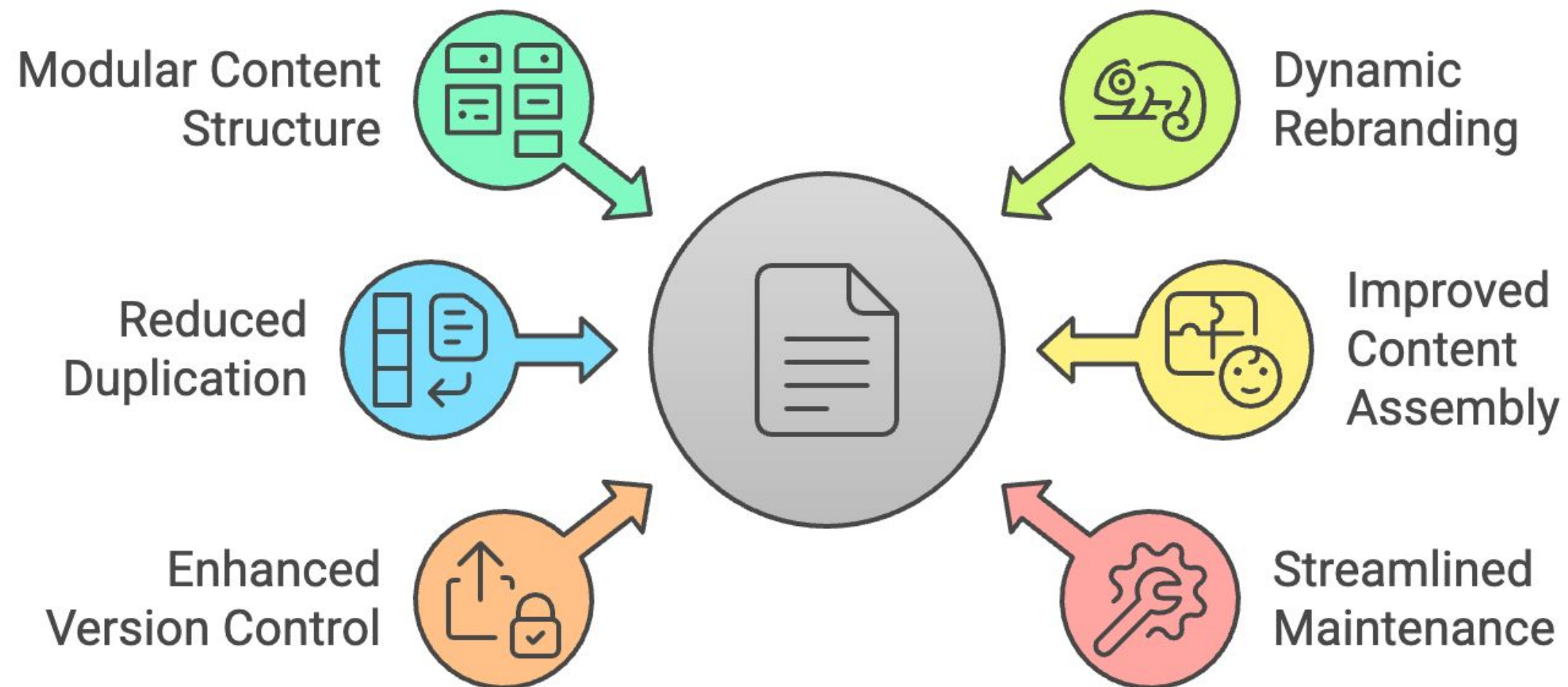- Version management

# The Answer is Clear

No u-turns

Dynamic content creation ahead

Success imminent

AEM Guides Ahead

# 03
# AEM in Action

Building the  ecosystem

What we need to succeed

Modular Content Structure

Reduced Duplication

Enhanced Version Control

Dynamic Rebranding

Improved Content Assembly

Streamlined Maintenance

## Future Vision:

**Modular Content**: Supports DITA for efficient reuse.

**Dynamic Rebranding**: Keymaps automate partner-specific versions.

**Reduced Duplication**: Shared sources for common sections.

**Better Version Control**: Ensure consistency with a single source.

**Streamlined Maintenance**: Updates reflected across all content.

**Scalability**: Quickly generate partner-specific docs.

**Unified Ecosystem**: Enhanced authoring and user experience.

# Addressing Content Customization

**Key Focus:**

1. **Dynamic Content Customization**:
   ○ Ability to tailor content for specific partners (*e.g., AT&T or Vodafone*) and platforms (*e.g., Android, Web, Desktop*).
   ○ Avoid duplication by reusing modular content across different contexts.
2. **Scalability**:
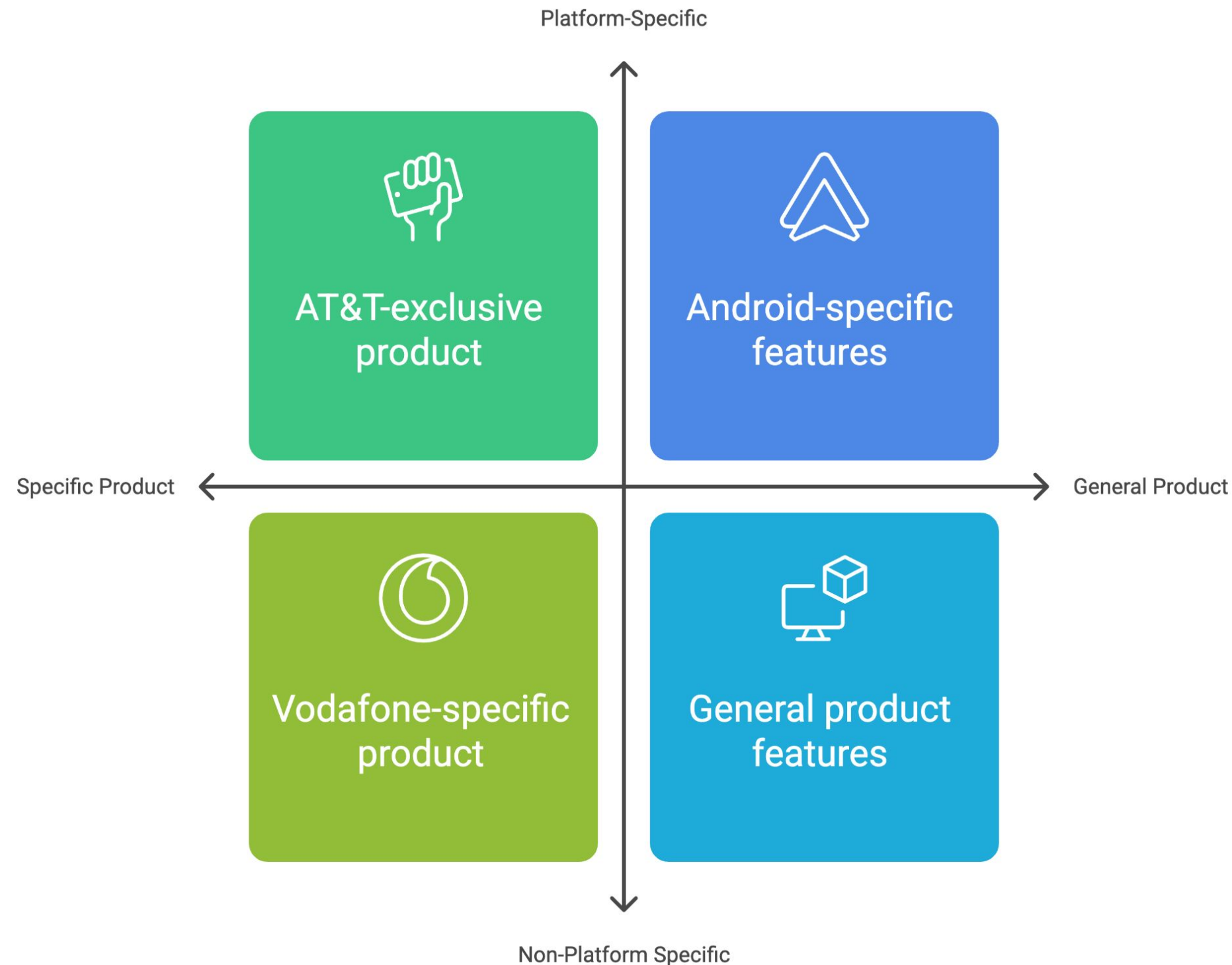   ○ Efficiently scale content creation for new partners, platforms, or products without starting from scratch.
3. **Consistency Across Versions**:
   ○ Ensure all content variations (specific or general) remain consistent and up-to-date.
4. **Improved User Experience**:
   ○ Deliver the right content to the right audience (partner, platform, or product) seamlessly.

The diagram shows a quadrant with axes "Platform-Specific" (top), "Non-Platform Specific" (bottom), "Specific Product" (left), and "General Product" (right). The four quadrants are: AT&T-exclusive product, Android-specific features, Vodafone-specific product, and General product features.

## Achieving Dynamic Rebranding

1. **DITAVALs**
   - The content filter
   - Include or exclude information based on partner needs
   - Automatically remove irrelevant features or add specific disclaimers

2. **Conditional Attributes**
   - Smart tags for our content
   - Label information for specific partners, platforms, or products
   - Ensure the right content appears for each partner

3. **Keymaps**
   - The dynamic replacement tool
   - Swap out brand names, product names, and visuals automatically
   - Keep partner branding consistent across all documents

Harmonizing Dynamic Content

DITAVALs

Conditional Attributes

Keymaps

Efficient Rebranded Documentation
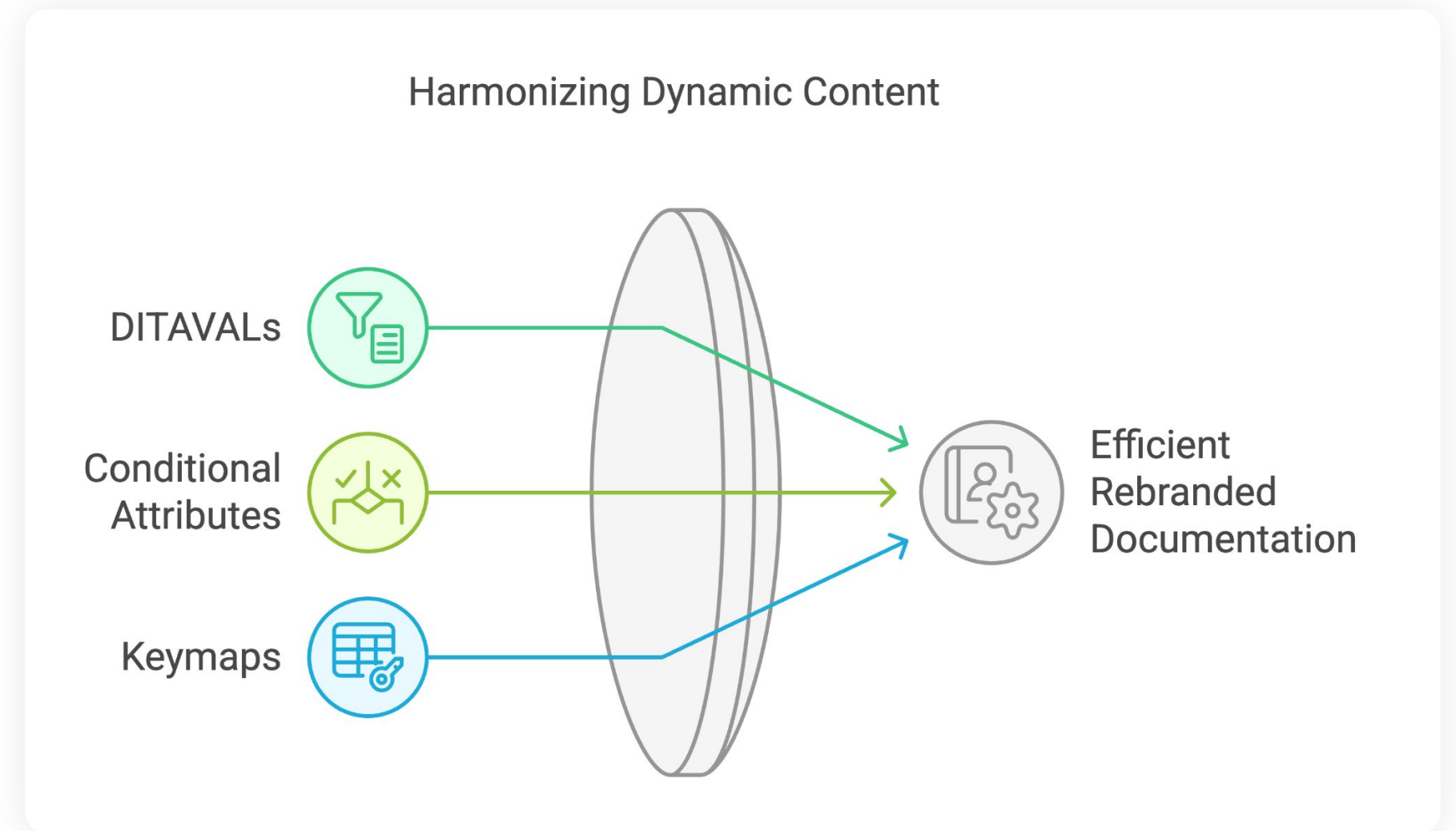
# Omnichannel Output

1. **Custom Partner Outputs**

   a. **Example:** Generate a rebranded AEM site for AT&T or BT with partner-specific branding, logos, and features.

   b. Automatically adapt documentation for each partner's requirements.

2. **Flexible Format Publishing**

   a. **Example:** Publish PDFs for single topics or entire guides alongside HTML5 outputs for web platforms.

   b. Meet diverse audience needs across various devices and platforms.

3. **Dynamic Content Assembly**

   a. Output presets work with DITAVALs, properties, and keymaps to include/exclude content dynamically.

   b. **Example:** Show "Fax API" for one partner but exclude it for another during publishing.
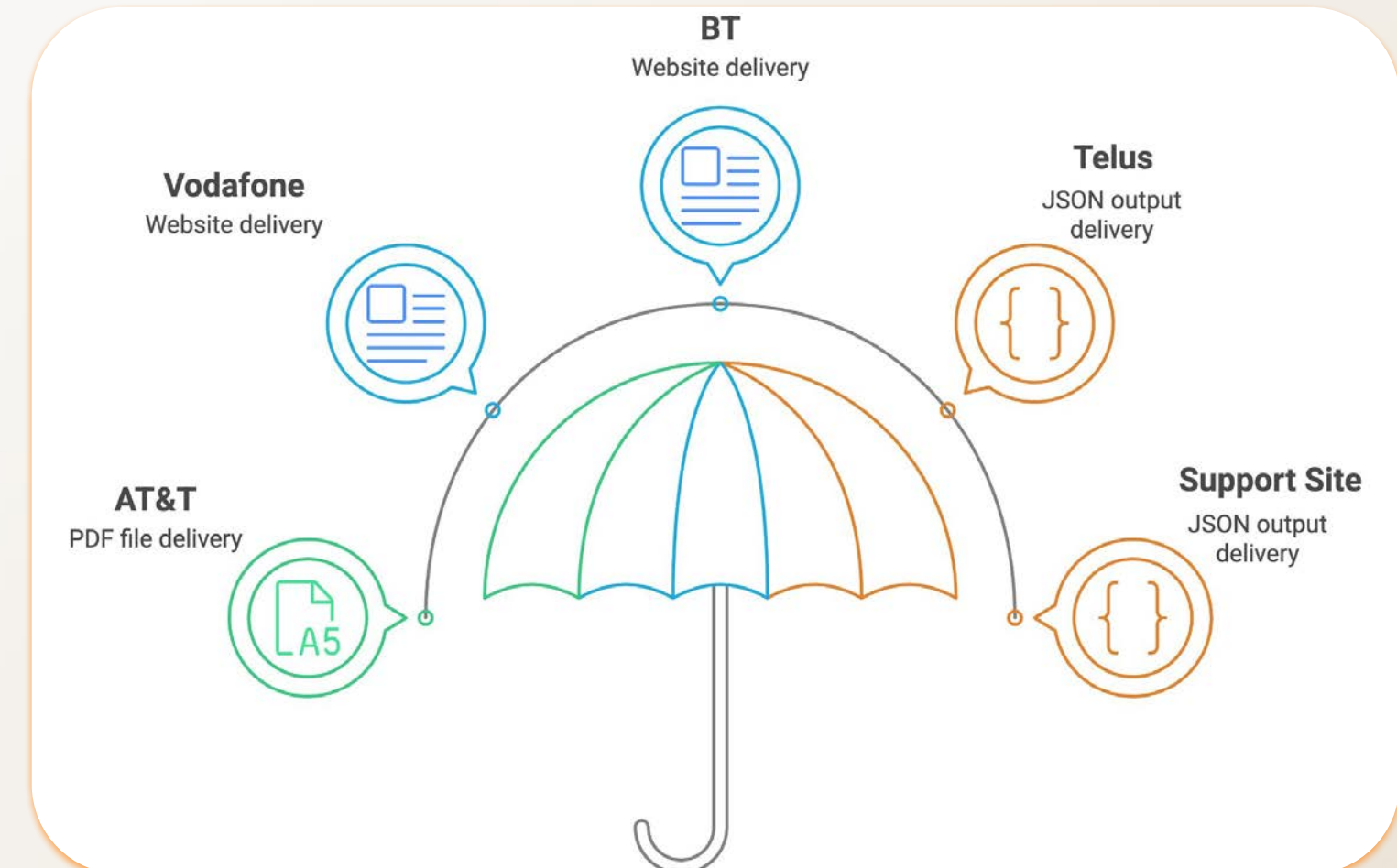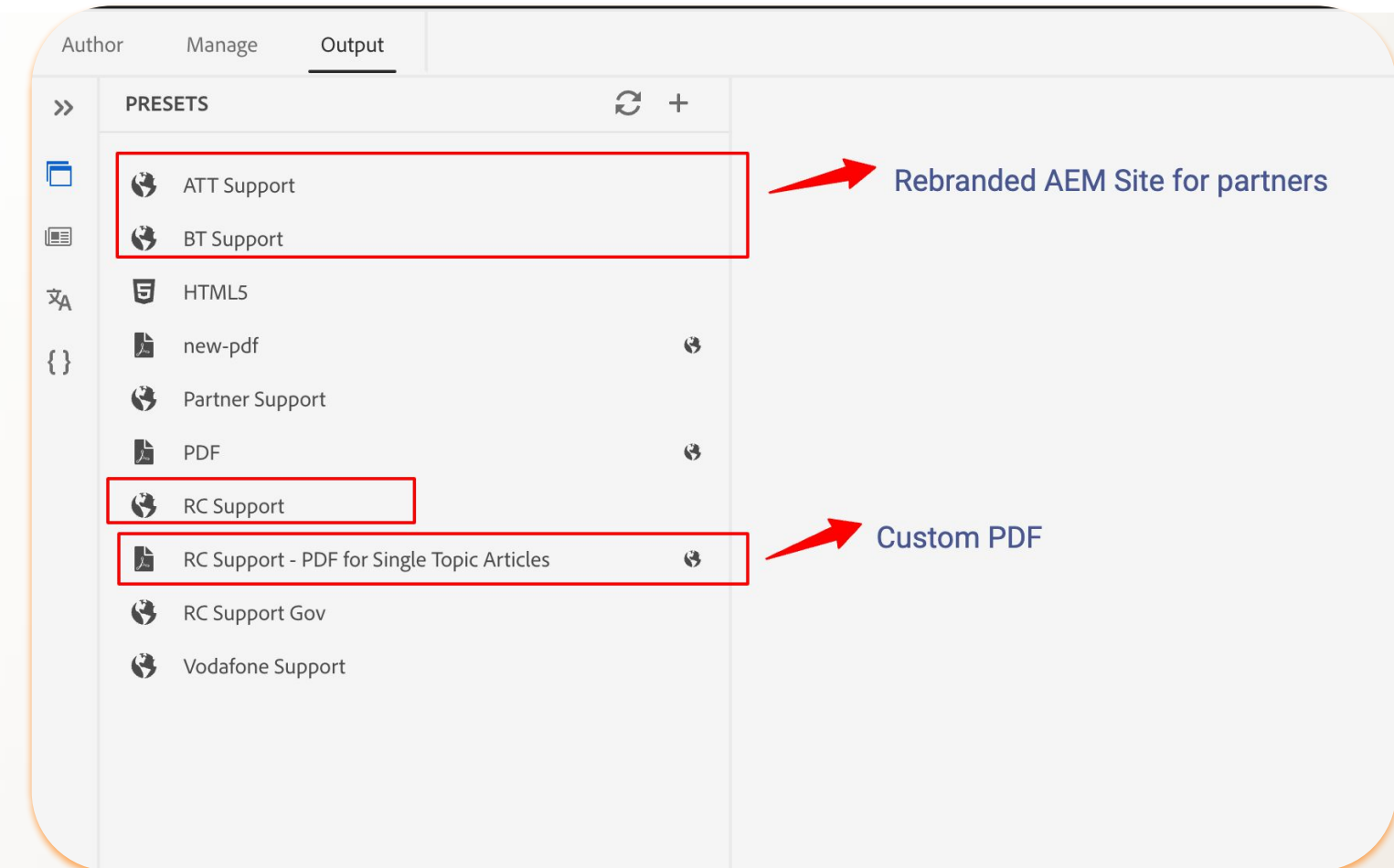
# How to use DITAVALs?

A rulebook to configure content visibility controls

1. **Include & Exclude by Brand**

   ○ Exclude "Vodafone-specific" content for AT&T.
   ○ Include "Avaya-specific" branding and features for Avaya.
   ○ This ensures that each partner sees only the content relevant to their brand.

2. **Control by Feature**

   ○ Include features like "Admin Portal" or "Mobile" for partners who support them.
   ○ Exclude unavailable features like "Fax API" for specific partners.
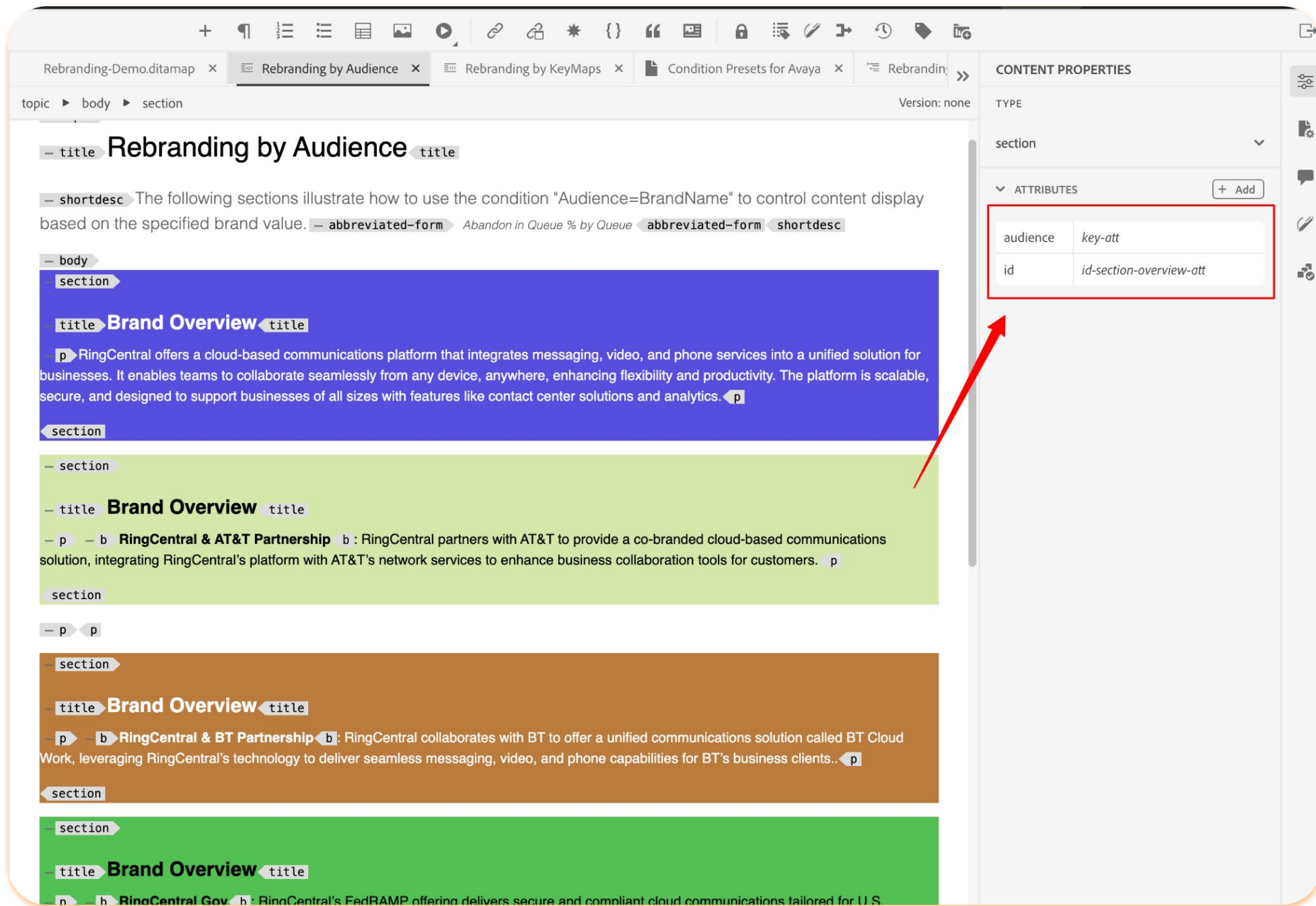   ○ This ensures accurate documentation for each partner's product offering

# How to use Attributes?

Tagging Content with Properties & Attributes

## Audience Attributes

○ Tag sections of content based on the target audience (e.g., AT&T, BT, Vodafone).

○ **Example:**
  - "Audience = key-att" ensures AT&T-specific content is displayed.
  - "Audience = key-bt" ensures BT-specific branding is shown.

Tagging Content with Properties & Attributes

## Props to label features

○ Label content sections with properties (props) to control feature-specific visibility.

○ **Example:**
- "Props = Fax-API" ensures the Fax API section is included only for partners who support it.
- "Props = Admin-Portal" includes admin portal details dynamically.

# How to use Keymaps?

Centralized tools that allow us to dynamically replace partner-specific terms, logos, and visuals in documentation
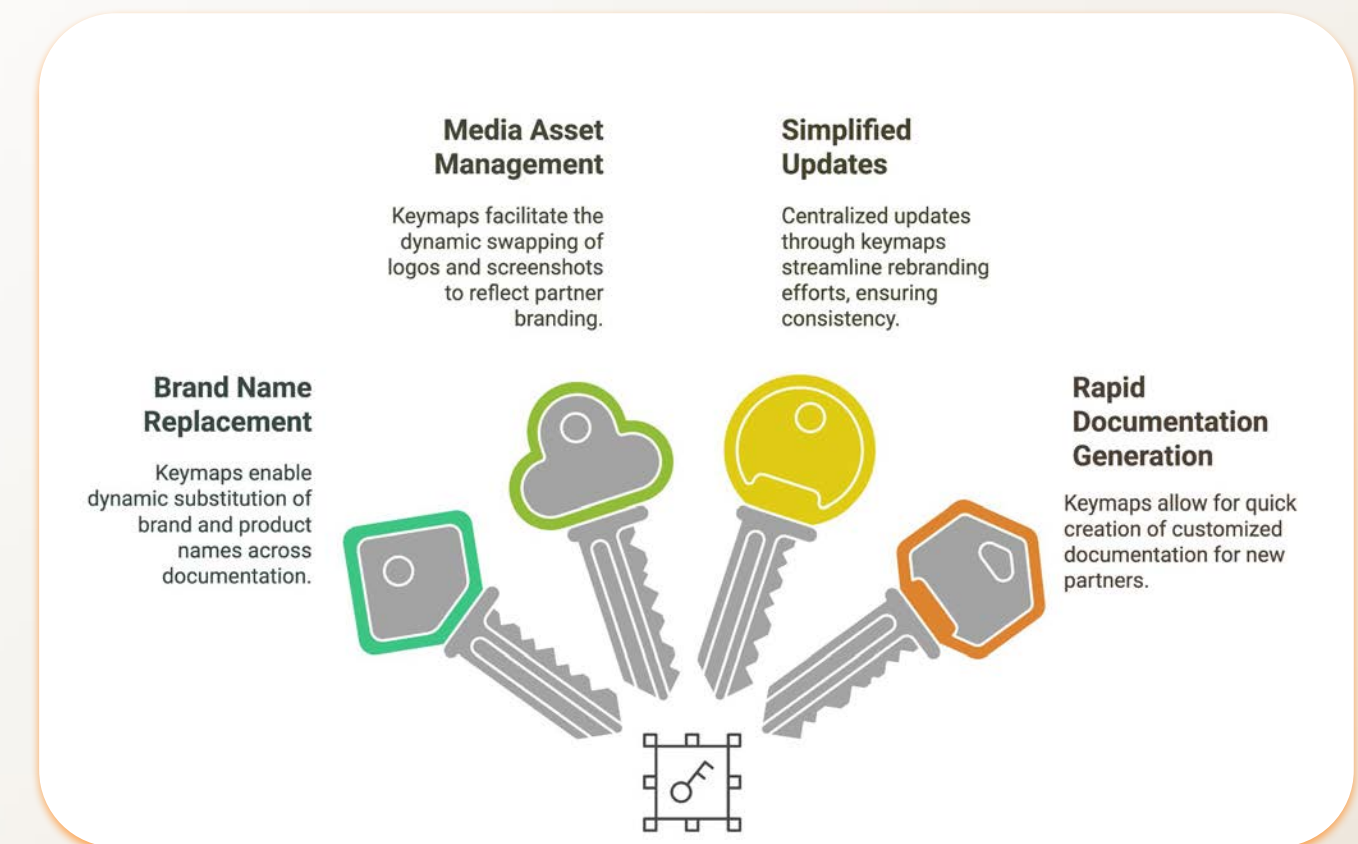
1. **Dynamic Brand Name Replacement**
   a. *Example:* Replace "Product Name" with "BT Product Name" for BT or "Vodafone Business  Product Name" for Vodafone.
   b. Ensures partner-specific branding is consistent across all content.

2. **Custom Contact Information**
   a. *Example:* Automatically update BT's support number (e.g., "0 (800) 389-0598") in all relevant documentation.

3. **Dynamic Media Swaps**
   a. *Example:* Replace the logo with BT's logo or Vodafone's logo.
   b. Use partner-specific UI screenshots to reflect their branding.



**Media Asset Management**
Keymaps facilitate the dynamic swapping of logos and screenshots to reflect partner branding.

**Simplified Updates**
Centralized updates through keymaps streamline rebranding efforts, ensuring consistency.

**Brand Name Replacement**
Keymaps enable dynamic substitution of brand and product names across documentation.

**Rapid Documentation Generation**
Keymaps allow for quick creation of customized documentation for new partners.

# 05
# Impacts & Results

Satisfaction & Efficiencies

# Content isn't King, it's the Kingdom.

Lee Odden

# Time to Celebrate!
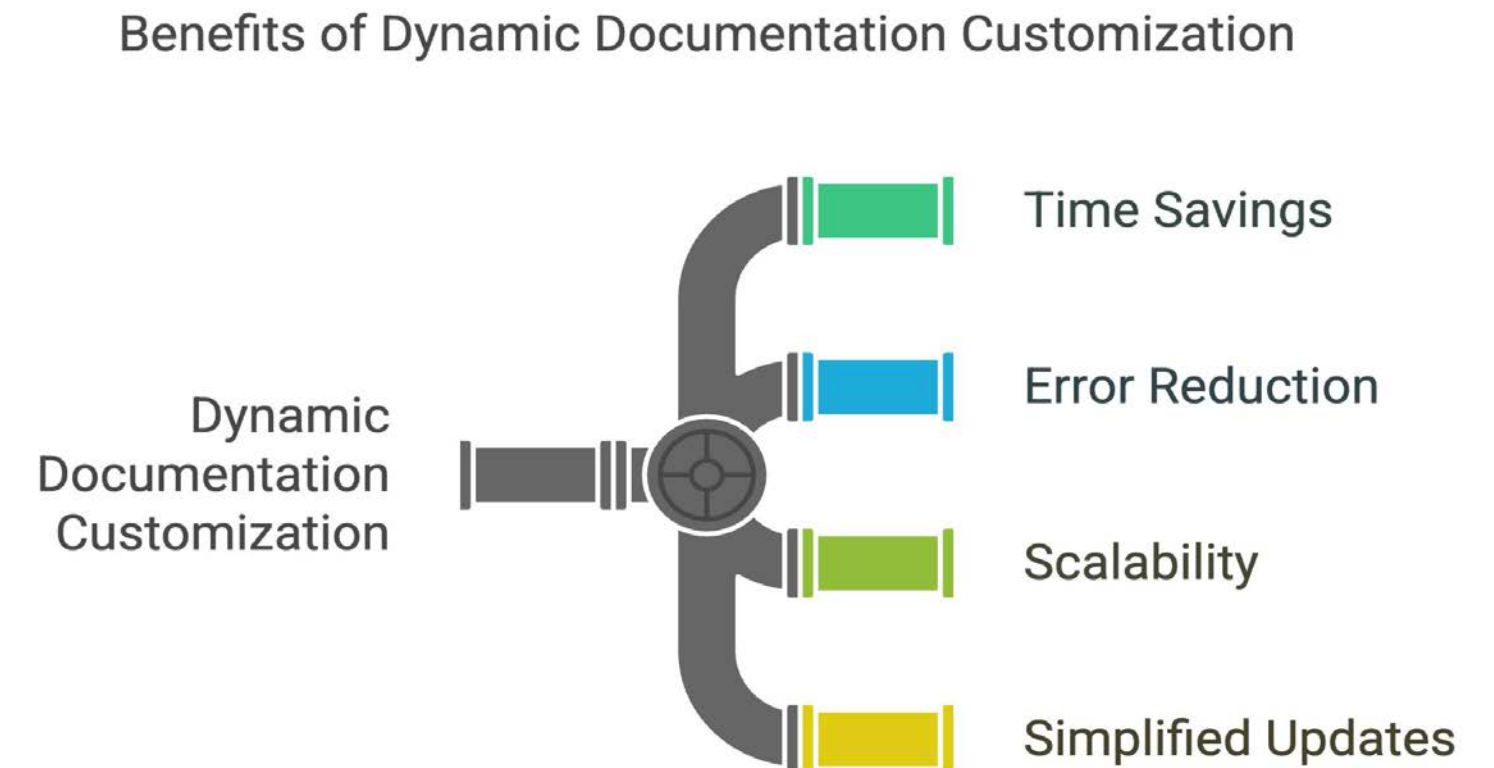
# User Benefits, Results, & Impacts

**Benefits**

✓ **Tailored Partner Solutions**: Deliver partner-specific branding, features, and legal requirements seamlessly.

✓ **Content Consistency**: Ensure accurate and uniform branding across all platforms.

✓ **Efficiency**: Reduce manual effort with dynamic tools like DITAVALs and keymaps.

**Results**

✓ **Faster Time-to-Market**: Quickly generate and publish partner-specific content.

✓ **Error Reduction**: Minimize inaccuracies caused by manual edits.

✓ **Scalable Customization**: Easily onboard and support new partners.

**Impacts**

✓ **Improved Partner Experience**: Provide partners with high-quality, branded, and relevant materials.

✓ **Cost Savings**: Streamline content creation and maintenance processes.

✓ **Future-Proofing**: Adapt to product or partner changes with minimal effort.

Benefits of Dynamic Documentation Customization
- Time Savings
- Error Reduction
- Scalability
- Simplified Updates

# Employee Benefits, Results, & Impacts



✅ **Greater efficiency**
Work smarter using drag & drop features instead of repetitive tasks.

✅ **Fewer mistakes**
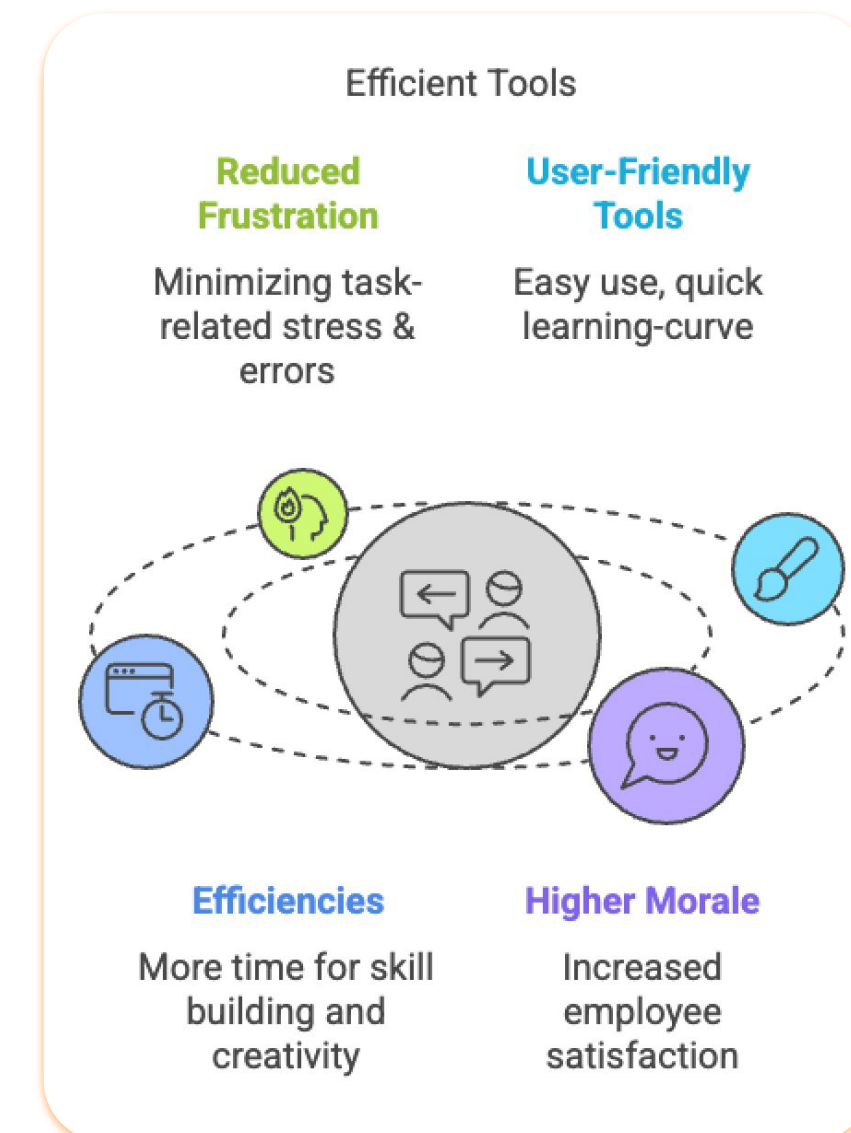Automation ensures accuracy across all channels.

✅ **Scalability**
Scale content operations without increasing workload.

✅ **Happiness factor**
Less tedious work = More time for creativity, skillbuilding, & strategy.



### Efficient Tools

**Reduced Frustration**
Minimizing task-related stress & errors

**User-Friendly Tools**
Easy use, quick learning-curve

**Efficiencies**
More time for skill building and creativity

**Higher Morale**
Increased employee satisfaction

- Implemented AEM Guides
- Expanded our content publication capabilities
- Launched content reuse for major partner brands
- Created PDF generations for our direct customers

- **Enhance** taxonomy and tagging to create dynamic publication
- **Absorb** more partner responsibilities
- **Develop** functionality for enhanced readability and engagement
- **Create** PDF generations for our partners

Looking Back

Looking Ahead

# Thank you!

Questions?