

INFOTAKT information design

Consulting, training and implementation in every field of content management and electronic publishing

INFOTAKT in Brief

INFOTAKT information design are service providers on every field of content management and electronic publishing.

The intelligent way to structure information: So that electronic documents meet today's demands, with new modes of publication, new media, new client circles, new applications methods, your information content must be in electronic form. This means that it can be exploited in various ways. This is facilitated by consistent organization and structure, workable concepts ("single source, multiple use"), and flexible standards such as SGM/XML.

Processing information efficiently: When specialists generate information, process information and finally publish or supply the information they must be able to concentrate all the way on the important thing, namely the content. To help them do this, they must be supported by modern workflow-mechanisms which make organization easier without prescribing rigid structures

INFOTAKT gives you support in renewing and developing your information structures and processes and offers you backup from the planning stage right through to implementation and starting up, with advice, training and practical assistance.

INFOTAKT provides

- ✓ **Consulting** in (re)designing your data, documents and processing paths: requirement analysis and concept, prototype conversion to assist decision-making, support and coaching during the implementation and planning stage as well as back-up during migration and introduction
- ✓ **Training and coaching** on methods and techniques of content management e.g. SGML, XML and related languages. Infotakt offers standard seminars in Würzburg and customized workshops on the spot.
- ✓ **Implementation:** Analysing and structuring documents, DTD design; conversion of old data as well as re-structuring old data, into media-specific and product-specific formats; client-specific adaptation of applications for generating and presenting documents
- ✓ **Industries:** publishers (e.g. legal texts, encyclopaedias, dictionaries, manufacturing, services, trade (e.g. technical documentation in the aerospace industry and the motor industry, data exchange between trade and industry)

CONSULTING

Infotakt's main field of activity is devising projects, advising on projects, and monitoring the implementation of projects. These projects may relate to the introduction of new content management and strategies and systems, or to devising and introducing new data structures and new document structures. They may also relate to converting to new work methods and processes for generating and publishing information. Infotakt also focuses on developing new interfaces for data exchange between suppliers, partners and customers.

ANALYSE & DEVISE

- ✓ Requirements are analysed and new concepts devised for the introduction of new information structures, and new generation processes and publication processes: analysis of data and documents, modelling of data structures, (re)design of work flows from generation to publication
- ✓ Generating debit and duty files for the development of new content management strategies and systems
- ✓ Developing migration strategies for data, processes and work methods

CHOICE OF SYSTEM AND SUPPLIER

- ✓ Assistance in selecting suitable solutions
- ✓ Backing given in invitations to tender, support in selecting systems and products, and choosing software suppliers. Monitoring and evaluation of proposed solutions
- ✓ Evaluation and selection of appropriate tools for generating, processing and accessing information

PROJECT BACKING

- ✓ Developing the necessary know-how on the part of the client, combined with individual workshops if required
- ✓ Back-up during the implementation phase
- ✓ Support during the migration phase and during the introduction of new content management strategies and systems

INSTRUCTION AND COACHING

Infotakt offers seminars and workshops on topics related to content management: here the emphasis is on practical relevance, individual attention, made-to-measure training:

- ✓ **Practise-led:** the content of seminars by Infotakt is based on project experience. Practical applications examples play a central role in the seminars.
- ✓ **Individual attention:** the number of participants in a standard seminar is restricted to a maximum of six to ensure that each participant gets as much individual attention as possible.
- ✓ **Customized program:** in addition to certain standard seminars Infotakt offers workshops tailor-made for your specific requirements, and these can be specially designed as required.

Our seminar brochure gives detailed information regarding our seminar program and it is available on request from Infotakt. The seminar brochure is also on our website and can be downloaded directly.

IMPLEMENTATION

Infotakt helps you to put into practise all your content management projects in the following fields:

STRUCTURING DATA AND DOCUMENTS

- ✓ Analysis and modelling of data and documents: data modelling, document typology
- ✓ Documents analysed and structured, definition of document types in SGML/XML (DTDs and XML schmes, structuring DTD families and scheme families for development, delivery and publication)

MIGRATION AND TRANSFORMATION

- ✓ Conversion of legacy data, for instance from RTF to SGML/XML
- ✓ Conversion into media-specific publication formats, for instance from SGM/XML to HTML. Conversion into delivery formats, for instance from data bank structures into standards such as BMEcat (Product catalogue) or individual delivery structures

CUSTOMIZING AND LAYOUT

- ✓ Client-specific adaptation of applications, e.g. editors
- ✓ Generating layout for the presentation of information in an editor or browser

INFOTAKT YESTERDAY AND TODAY

WHO ARE WE?

Infotakt was set up by Ulrike Schäfer. Since 1994 Ulrike Schäfer has been working as a consultant, a project leader, an instructor and a software developer in the field of SGML/XML- based document management and content management. From 1994 to 2000 she worked within these fields for the STEP Electronic Publishing Solutions Company, GmbH. She left this company in April 2000 and established her own company, Infotakt Information Design, and this enabled her to offer consulting services that are not product-linked or company-dependent. The focus has been on trade and industry (technical documentation), as well as publishing houses. Depending on the scope and nature of the project, she may work alone or else with a team of independent IT consultants, all of whom are specialists in the field of content management and electronic publishing. Since 1994 Ulrike Schäfer has held tutorials and delivered lectures on XML-based languages and concepts at national and international conferences (e.g. XML Europe, XML Scandinavia, tekconferences).

EXPERIENCE AND REFERENCES

Industry and service sector

Airbus
 Bosch Rexroth
 CMG Finance
 DaimlerChrysler
 trimondo
 T-Systems Nova
 Viessmann Werke

Publishing companies

Bibliographisches Institut & F.A. Brockhaus
 BW Bildung und Wissen Verlag
 Heinze
 Juriforum
 Transmedia Projekt- und Verlagsgesellschaft
 VDP Verlag Deutsche Polizeiliteratur
 WEKA Fachverlag für technische Führungskräfte

Institutions

Bundesdruckerei
 FAO Food and Agriculture Organization, Rome

CONTACT

If you have any questions, please contact us. We shall be delighted to give you individual advice.

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