

Chris (00:00):

We are on. All right, great. We are starting right on time. Thanks everybody for joining us for our half hour webinar on How to Publish Faster with Typefi. It is going to be a quick webinar and demo. Going to do some quick introductions first. My name is Chris Hausler. I'm the Director of Business Development and you can find me at chausler@typefi.com. And also on LinkedIn. Today with us we have Caleb Clauset. He's our VP of Product. He's been with Typefi for over 20 years. Not only does he know Typefi inside and out, being the VP of Product, but he knows InDesign inside and out and is definitely seen within the design industry as being an expert in InDesign.

(00:58):

So what we're going to do is we've already taken care of the intros. I'm going to give a quick explanation of what Typefi does for people and how it works a bit. But really most of our time is going to be spent on the demo and Caleb's going to be showing you a couple of demos to give you a good idea of how our customers use Typefi in the various ways it can get deployed. But Typefi the company, we've been around for over 20 years, but really since our inception we've been about automation and enabling people to take content and to deliver that in multiple formats. Interestingly enough, when we started, there really wasn't mobile formats and some limited online, but really it would've only been mostly print and a little bit online when we started. But now we also go out to mobile as well, all from that single source of content. And we can deliver to over 30 formats.

(02:11):

And we can also take inputs from multiple different types. So it could be Microsoft Office, meaning Word or Excel. XML, meaning Content Management Systems or maybe a different format of XML. Google Docs. We have customers that use databases, so it could be like a SQL database or it could be a PIM system. All these different types of formats, as long as it's structured, it goes into Typefi. Typefi then takes that content and then can lay it out into all these different formats. Our primary engine for creating our output is InDesign, and InDesign Server, and Caleb's going to be explaining to you how Typefi leverages InDesign from creating our Typefi templates to delivering that content through InDesign Server exceptionally fast.

(03:11):

What we're going to be showing you today is showing you how we can take content from Microsoft Office, specifically Microsoft Word, laying that out into InDesign with Typefi and then producing a PDF. The next thing we're going to do is show you how we take XML content and deliver that through. Our example of XML today is going to be DITA XML coming from Adobe Experience Manager Guides as our example of leveraging a content management system to deliver content. So what you are going to see is throughout the process is we're going to explain how the Typefi template works, explain the Typefi interface. We're going to publish that Word file through, we're going to publish from AEM and then demonstrate a content change. So yeah, we can show you how content goes through one time, but what if we do a content change or what if there needs to be a design change within the process? How does that work? So you can see how that everything plays together in a real production environment or a demonstrated production environment. So I am going to hand over controls to Caleb and he's going to take off with the demo.

Caleb (04:53):

Alright. Alright, awesome. So let's start with this. Move some stuff out of the way so that it's not blocking my view. All right, so the way that Typefi sort of functions, there is a client server, there's an API. There's a way to interact with our automation so that you can tie it into other tools. A lot of the content though really starts from thinking about, well, what is the template? What is this kit of parts that makes up sort of what your final deliverable output should be? The nice thing about Typefi is that it uses a out of the box

solution, Adobe InDesign, as our templating tool, and we provide some additional add-ons into InDesign to help you create a structured template.

[\(05:58\)](#):

So lemme just grab a template that is downloaded and I can show some of the things within here. Alright, so the first thing to sort of notice in this template is there are no pages. It's all about your parent pages. And in these parent pages we have set up various sort of styles or designs in the way that content should appear, the columns, the arrangement, the placement of that content, and then you might also notice that we have some adornments and colours where we can label things within this InDesign file. The process of taking your existing design and adapting it into a Typefi template is really, really fast. It is just a matter of selecting a frame, tagging it with a frame type, setting some additional parameters as far as how you want images to resize dynamically so that template can adapt and respond and react to the content you're flowing into it.

[\(07:16\)](#):

So let's sort of see what this blank template will look like once we throw some content into it. So I have a Word document that has been styled. I'm using Word on my Mac, and so this is all just paragraph styles and content in this document. We also have references to graphics. So these are images that Microsoft Word doesn't understand natively, so it's just a reference. Here's an EPS graphic I want to pull in. We've got a native table within here, and towards the end of this document we have some references as that sort of numbered content at the bottom there. So when we look at the actual Typefi workflow, what I'm going to target this content against, that workflow is made up of a series of steps, actions. It's sort of a waterfall of do this, then this, then this, then that. So first off, we're going to import that Word document and transform that into XML, flow that into InDesign, and then this particular workflow we're also going to produce in addition to the PDF, we're going to make an HTML build of the same content to show that single source. So when I hit run, it is going to ask me to choose my Word file. I can browse for a document that is stored within the Typefi file system, or I can look locally on my computer and just upload a Word document directly from my system and run that job through. This is then going to kick off a series of those actions that we had talked about before where we're importing that Word document, converting it into XML, that XML is then going to be targeted against the InDesign template. We're going to build the InDesign document. You can see that's happening right here in the log. And as we go through, it's very chatty.

[\(09:36\)](#):

It tells you all about the things it did, and then we have our output all wrapped up nice and neat. This job took 25 seconds and we'll get to see sort of how different comparing my original source Word document where I'm not really worried about the look and feel. I don't have to think about fonts or sizes or anything like that, but in my output, let's look at that PDF. Here is the entire document that's been published and we can see it's pulled out different pieces, the abstracts, the background, the headings, has moved into a two column layout. We've got our tables in there. That EPS graphic that was referenced has been dropped in as a pickup asset. More tables. And then we get towards the end, we have our references dropped in. So this is just a straight up pure Microsoft Word. No additional work required on the Word file other than just saying, is this a heading? Is this body copy? Is this a reference? Just structural semantic style tagging within that document.

[\(10:52\)](#):

Now if we switch gears into AEM, Adobe Experience Manager, so here I am within this document or this folder structure, and I have a DITA map for my brochure, so I'm going to open that up inside Guides and I can sort of peruse and go through the different pieces of content and see how stuff has been tagged or marked up. If you're not familiar with Adobe Experience Manager and Guides, Guides is a Component Content Management sort of add-on for Experience Manager that is built around authoring in the DITA XML format. It provides a really nice user-friendly wysiwyg authoring interface. If I want to look under

the hood, I can also look at the source and see the underlying XML that makes up this document. And so within the Typefi space, we're going to take this DITA content and I'm going to select this DTA map and using the Typefi interface over here on the top left-hand corner, I can take this document and target it against a Typefi workflow.

(12:18):

So just like what we had done with the Word interface, where we were pulling a Word document in and transforming that into XML and then laying that out into the InDesign document, here I'm starting with a DITA file and various sort of con refs and references and links within that DITA map. That's sort of like a table of contents or a manifest for the publication. And I'm going to transform that into our XML and then again compose that into the InDesign layout. But the nice thing about this interface is that you don't have to think about the Typefi side of things, you just pick your content and hit run. And this will use the APIs to push this content over to our server. It will compose the file and when it's done, it pulls back the output back into AEM so that you can then flow that into the next stage in whatever workflows you might have designed or defined within Experience Manager. So we'll give us a few seconds to compose, and I think this one takes about 34 seconds to render because it's got a lot more graphics attached to it. And so we see that job completed and I can see that I can download both the InDesign file or the PDF to sort of see what things look like. So we'll start with the PDF.

Chris (13:57):

While that's coming up. If you do have any questions, you can throw 'em into the chat and we'll get to them.

Caleb (14:01):

Absolutely.

(14:06):

Toss that over here. Alright. Okay, so here is that fully rendered layout out of AEM assets. We have our assembly instructions for it in this nice little brochure, but I see this is kind of hard to read up here on the cover, so I don't want to use that. So let's close out of Acrobat and flip over to the Typefi Server where here's the workflow that drives that. And let's grab our template. So I'm going to download this template and open that up inside InDesign. So here is my cover and I've got some lorem ipsum content in here just to give me an idea of what things look like from a sizing and spacing perspective. This is that content block where my information from the layout is going to be flowed into. Now I'm sort of pulling my Martha Stewart here where I have a previously set up object style.

(15:41):

So I'm going to take this frame and just apply this feather background object style to that single frame. I'll save my template, close it, and then come back over here. And I'm going to now upload that changed file. This is the one that I just changed. It's going to ask me for a comment so I can keep track of what changes, who made which changes when and why. So that's been pushed over there. Let's flip back over to AEM and I'm just going to run the exact same content, no changes against the exact same workflow. I'll hit run again and give it another 30 or seconds or so.

(16:50):

It's like the longest 30 seconds you can imagine. Alright, here we go. Open up that PDF. Did it download it? I don't think it downloaded it. Let's try that again. And here is the revised version. So just to compare, here's the original, here's with that feathering applied to the content. So really quick and easy to just think about how you can start to sort of integrate this iterative approach in the way that templates are built and modified. Another sort of tidbit about the way that this automation works is that I can actually go into my document. So we're just going to download the InDesign file. Actually, let's not download that one. We'll

download the old one. Okay, so we're going to download that old one and let's pop this open inside InDesign.

(18:22):

All right, so...apologies for the dog. So we can see here's what that original layout looked like. Here's that frame. I can apply the feathered background in there as I want. So it gives me that sort of flexibility within this automation to, you're not tied or restricted of, well, the automation is only what I get because we're using InDesign as that. You have the ability to pull things out, make changes manually, and I can take this document with all the content in place and I can apply that feather background object style to it. I can save this as a brand new template.

(19:14):

Save. Alright, so we'll close that. Come back over here and I'm going to drag and drop that template in here. So here's the one that I just added right there. So I go into my workflow and I can change the template to use that one that I just modified. Can run the same job over again and it will strip out all the content that's already in the template, but use the styles that we've applied to it. So it gives you a lot of flexibility in the way that you start thinking about automation and the way that InDesign sort of functions, that your jobs or that what you produce with InDesign becomes very ephemeral. That the cost of automation is approaching zero in that. And because you can think of, well, my content is what's the valuable part of it. The template, the InDesign document, this is just a rendition of that content. So that was a blitz through here. Question Chris?

Chris (20:33):

When would you push a change in the template versus a change in the final InDesign file?

Caleb (20:40):

Well, so if we want to change something so that it carries through to future publications, we're going to change it in the template so that that change can be used and applies from that point going forward. If the change that we're making is one off or specific to that output, then you can make that change in the document itself. But just knowing that the next time you run fresh content through that original template, the change you may want won't be applied because you made that to the output as opposed to that template. Any other questions or thoughts?

Chris (21:28):

Post the questions into the chat if you want. Did you have more to show Caleb or...?

Caleb (21:38):

I wanted to sort of blitz through that as fast as I could just to give people an option for some additional questions.

Audience (21:49):

I did post something in the chat, I'm not sure if it came through, but I just wanted to know if you needed Experience Manager to access all of the features that you're talking about.

Caleb (22:01):

No.

Audience (22:02):

Okay, yeah, we don't have that, but I think we could really use this. And it sounds like you may have just answered my second question, but I just want to make sure I understand. It sounds like you can export just into InDesign after you run the scripts so that you can kind of just tailor it, fine tailor anything that may be slightly off if you want to do it that way.

Caleb ([22:28](#)):

A hundred percent. Yeah. So Typefi as a automation platform is basically agnostic as far as where your content is coming from. If you're using Adobe Experience Manager, that's great. You can use that. If you're using some other content management or you're just a file system based way of managing your content, that's fine too. The workflow that I showed at the start with the Word document, there's no CMS or CCMS or anything behind the scenes here. This is just, I want to take my workflow and I want to pick a file and choose that file from my local desktop. It could be a network attached storage somewhere and run that through, that generates the output. And again, because we're generating a native InDesign file as part of this process, you can take that InDesign file and carry it the last mile. A lot of what we do in an engagement in that initial conversation with you is try to figure out the most way to spend your development.

([23:48](#)):

And if this is something that you're going to be doing many, many times it makes sense to try to build that into the automation. But if there are aspects of it that just happen once in a blue moon, then that may not make sense to try to build that into automation and just know that that's going to be a manual sort of post-process in the InDesign file that is produced by Typefi. I think the other thing, just to sort of comment on that one last bit is that whereas we provide a series of add-ons within InDesign, so within InDesign right here we have this panel or sequence of panels, AutoFit, elements, fields, file manager, and sections. Those are optional for any derivative use of the output from Typefi. I can take a rendered file that Typefi produced in InDesign and I can give that to anybody else anywhere in the world and they can open it and make changes to it, print it, publish it, put it into a rip, and it will work absolutely fine. There's no dependency that everyone that uses that document has to have our plug-ins.

Chris ([25:16](#)):

There's a question that came in. What about, oh, I'm sorry, Haley, go ahead.

Audience ([25:20](#)):

I just said thank you.

Caleb ([25:25](#)):

No worries.

Chris ([25:26](#)):

The question came in, what about running multiple brochures? Would you do those one at a time or could you run several through automatically from a folder?

Caleb ([25:36](#)):

Sure. So the way that a workflow is set up, if we look at this original workflow for that, the file system based Microsoft Word content file, this train track across the top shows the sequence of actions that are occurring in this publication. So just to reiterate, step one, we're importing that Microsoft Word file and we're converting that into Content XML, which is a schema that Typefi has developed. We're adding just some sort of metadata tags to it, and then we are transforming that content from its sort of initial state into

a modified state that adds some additional structure and semantic tagging on top of what you did in the original. We're pulling the fonts in so that we can load your InDesign template and have the actual fonts you're using sort of on the fly, so you're not having to maintain a huge library of fonts on the server at all times.

(26:48):

And then we build that InDesign document. So we could just stop right here. That's one output. But if we wanted to add additional outputs, it's just a matter of saying, okay, I want to add another action. I want to create another InDesign document, and that's going to add that step to the very end of my workflow. It's going to automatically pick up the first input and it's going to pick up that first template as well. But I don't want to use that same template. So I might use a different template for a different trim size or a different language or some other different requirement around this. I want to produce a package of files.

Chris (27:30):

What if you had multiple? What if you have the same template but different like inputs? So I have...

Caleb (27:38):

Oh, okay. Well, I mean, again, there are different ways to think about how this might be structured. We have some customers that deal with a lot of languages, and so they're using our Typefi Writer tool, which is an add-on for Microsoft Word, which I'm not demoing today. And that allows them to conditionalise that source content so they can have a condition for say English, a different condition for Spanish, a different condition for German, and then we can have multiple languages and a single input that we then sort of split and carve out and target. The English goes to this template, the Spanish goes to that template. So that's one way of looking at it. The other way of looking at it is that for many of these workflows that we can target, we can potentially target an entire folder. The Create InDesign Document workflow action only works with a single input.

(28:47):

And so at this point, you can't take and say, I want to run the same template with three different inputs that would require three copies of the same action. But we also, for the super advanced users, we have some advanced sort of models in this list of the different actions that we can use. One is this Run Ant Buildfile. The other one is this Run Script action. These are both sort of command line ways to extend and augment the way that a Typefi workflow operates so that you can do things sort of outside of the box of what Typefi does and start integrating command line scripting on your host operating system to do additional things to spawn additional workflows or to send the output into a Dropbox or watch folder for other tasks that are outside of the Typefi domain.

Chris (29:56):

Cool. Now, can you pull both a Microsoft Word file and Excel file into the same InDesign file?

Caleb (30:04):

Yes. So the vehicle for pulling an Excel spreadsheet, because one of the challenges you have with an Excel spreadsheet is you might have multiple tabs or sheets within a single spreadsheet. And so we have to know sort of what to use within that. And so the standard way that we support Excel content is actually by embedding it or linking it within the Word container. So we think about the Word document as the wrapper, and then we're going to place or insert an Excel spreadsheet into that Word document. And that gives me the opportunity to now say, actually, I only want you to use this range of cells on this sheet within the workbook so that when we publish it, we pull just that data out of the Excel spreadsheet. But yeah, absolutely that can go as well. We do even have some workflows where the entire thing is driven

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just from an Excel spreadsheet. This may be a catalogue or into healthcare and looking at sort of plan documents.

Chris ([31:30](#)):

Super. We are past time due. If there are any questions right now, let us know. If not, you can always email us. I just want to give you a quick review of what we saw here. We saw publishing at velocity, so you saw 30 seconds for an InDesign file. That's not too bad for making an InDesign file from scratch. You can do that with very high design, so you're not compromising on your design standards. You can meet all of your brand requirements. You don't have to forego any of those, the design elements that you want to do. And the other thing is that we leverage industry standards. So industry standards from XML, we have customers that use DITA or JATS or STS, all these XML formats. We're obviously leveraging InDesign. That is sort of the defacto software standard for desktop publishing and also Microsoft Office, which still remains a standard for many users sort of within the Microsoft Word, Excel type averages, type software. So if you do have questions, feel free to contact me. Feel free to contact Caleb. Happy to help you and see if Typefi is a good fit for you. Thanks again.

Caleb ([33:10](#)):

Thank you.

Audience ([33:13](#)):

Thanks guys.