

# LavaCon 2021 Vendor Quest



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Welcome to LavaCon UX!

The conference committee has been working hard to create opportunities for you to increase your skills, find your tribe, and solve your organization’s content challenges. Is your company looking to reduce production or translation costs? Our exhibitors can help!

This booklet contains a summary of the products and services offered by our exhibitors. I hope you find the exact solution you need to make a difference in your organization and to your customers.

Questions? Email me at [jack@lavacon.org](mailto:jack@lavacon.org) and I’ll get you in touch with the people and vendors who can help.

See you online!

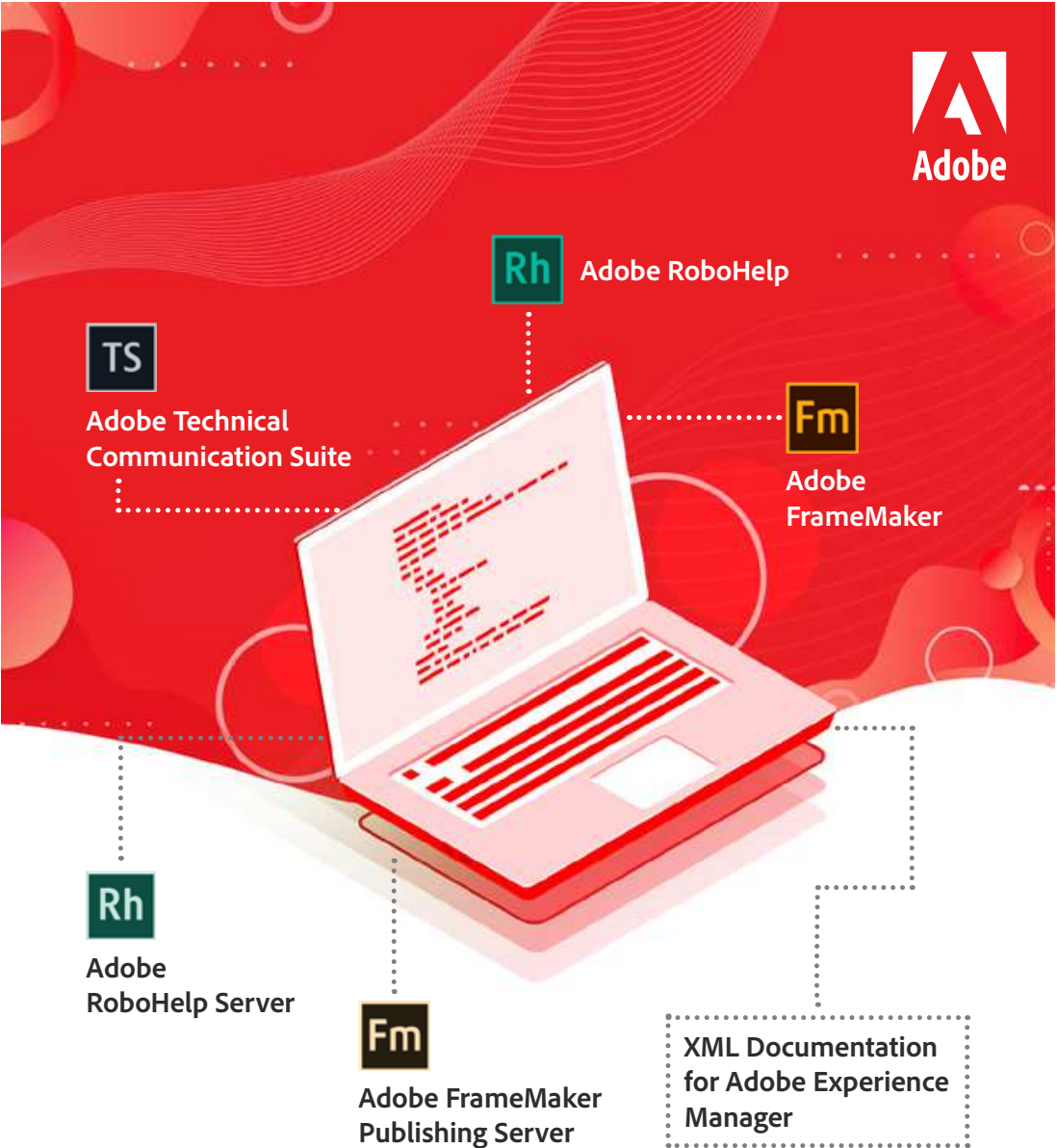
Jack

Jack Molisani, Executive Director  
The LavaCon Conference  
[jack@lavacon.org](mailto:jack@lavacon.org) +1 562.726.1800






Exclusive Diamond Sponsor



**Adobe Technical Communication** offers industry-leading solutions to manage end-to-end content workflows — from creation to delivery. Our solutions empower technical documentation and content professionals to create, manage and deliver engaging content experiences — across different forms, languages, and screens. Users can also analyze consumption patterns to optimize their content strategy.

To know more, visit the Adobe virtual booth or write to us at [techcomm@adobe.com](mailto:techcomm@adobe.com)




### XML Documentation for Adobe Experience Manager

## Structured content management for experience-driven documentation

Drive higher ROI from content through faster delivery and lower operational costs with a component content management system (CCMS) designed for documentation and IT leaders. Use structured content management and AI capabilities to author, manage, deliver personalized and consistent experiences for product documentation, policies and procedures, long-form marketing content, and more. Unlike others, Adobe provides an end-to-end solution which is scalable, agile, and cloud-native.

[Learn more](#)



FORRESTER®

### Thought leadership study & live webinar

## CCMS: Supercharge long-form content for personalized and consistent experiences


Adobe has partnered with Forrester to evaluate content creation, management, and delivery challenges faced by organizations, and found that traditional content management systems do not meet their business needs. The study also found that organizations are increasingly adopting a structured content management approach via a component content management system (CCMS) to address these strategic and operational gaps.

[Read study](#)

In this webinar featuring Forrester, we will explore the insights from this primary research and learn:

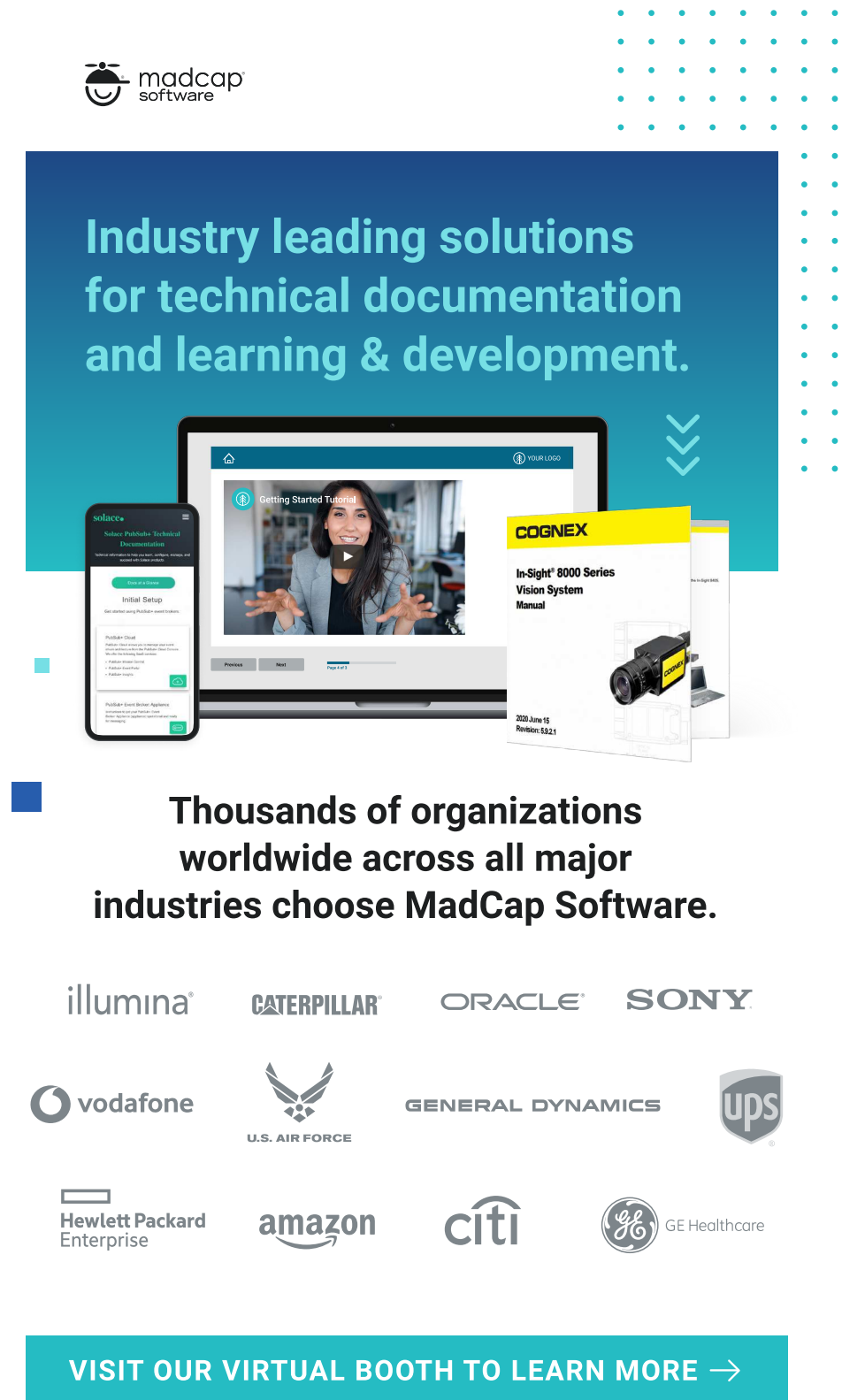
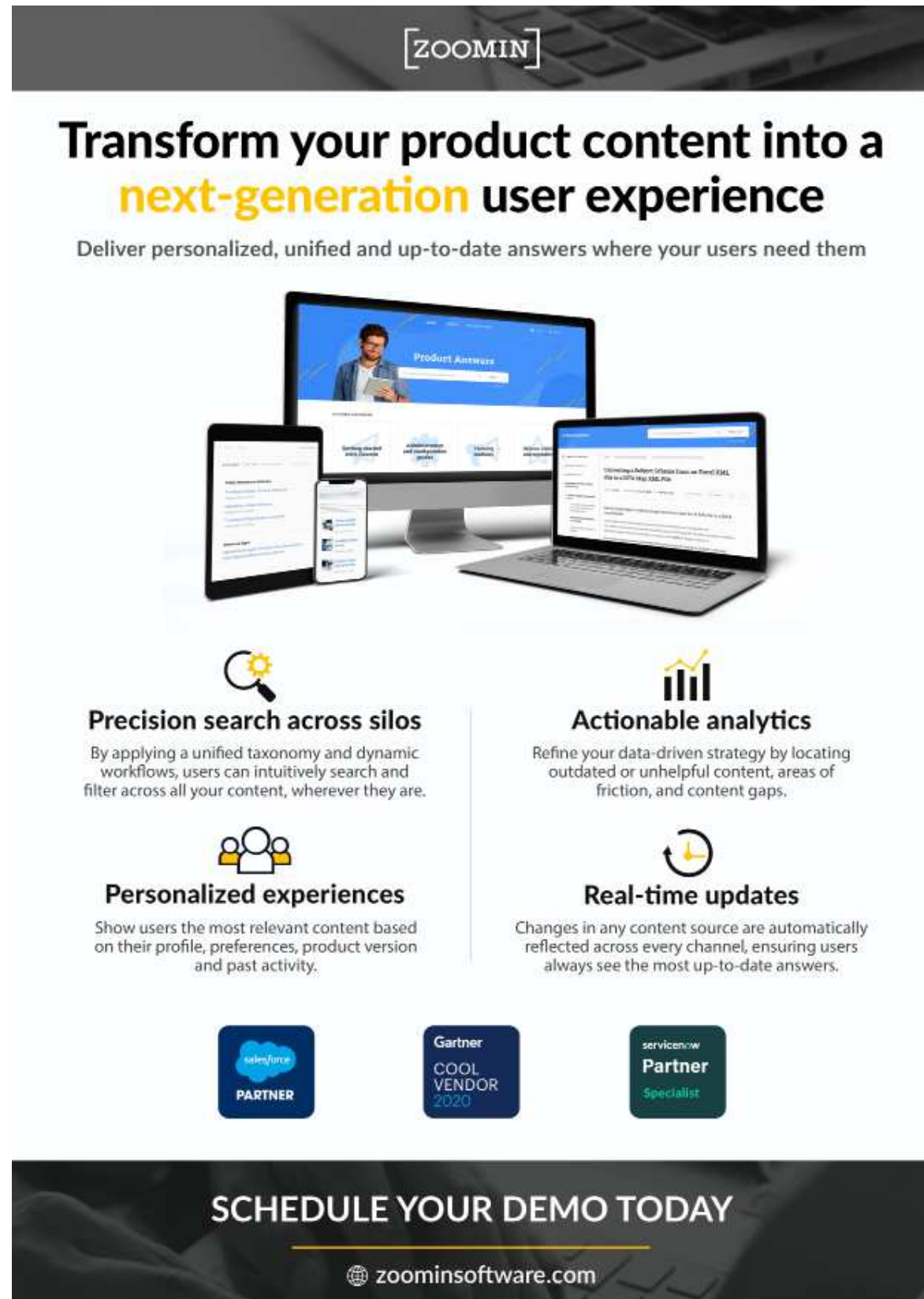
- Why existing CMSs don't meet business needs
- What are the top content creation, management, and delivery challenges
- How a CCMS helps organizations tackle these challenges, mitigate content-related risks, and gain a competitive advantage

[View webinar](#)



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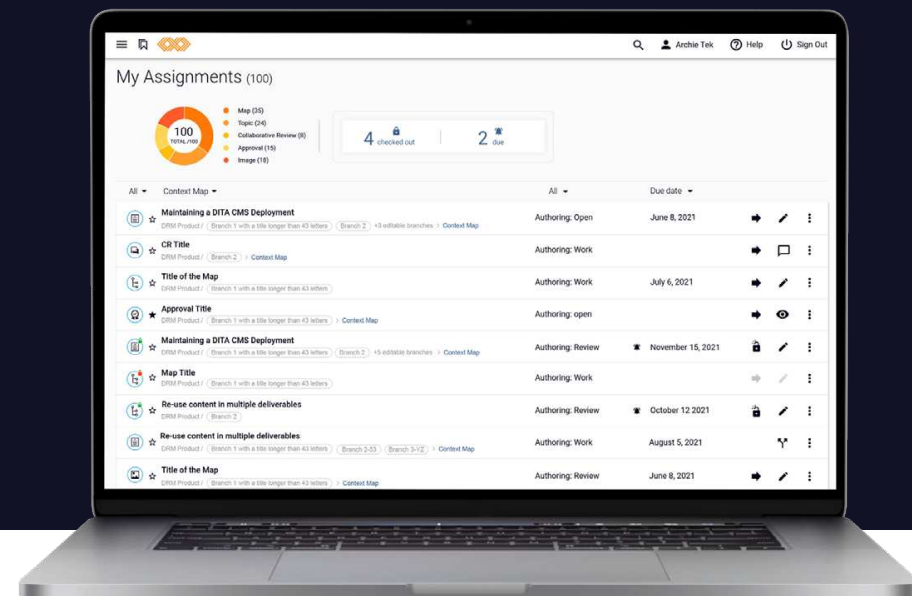
5





Streamline Your Content Operations

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Don't miss IXIASOFT CCMS expert Sharon Figueira's on-demand presentation: "Past, Present, and Future: How to Manage Content Across Multiple Releases Without Compromising Reuse."

Visit our Virtual Booth to Learn More!

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# LOST IN THE MAZE OF content management ?

Ask us about the **Six Best Practices** for selecting a CCMS

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DEMOS

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ASK  
QUESTIONS



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### Delivering Dynamic Content Experiences

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A dark blue graphic with a central image of the Earth. The word 'CONTENT' is written across the Earth. Surrounding the Earth are six blue dots, each with a label: 'Governance', 'Experience', 'Intelligence', 'Compliance', 'Insights', and 'Globalization'. At the top, the 'AMPLEXOR' logo is displayed with 'AN ACOLAD COMPANY' underneath. At the bottom, the text 'A Global Leader in Content Services and Solutions' is written in white.

AMPLEXOR  
AN ACOLAD COMPANY

Governance Experience  
Globalization Intelligence  
Insights Compliance

**CONTENT**

**A Global Leader in  
Content Services and Solutions**

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- Translation & localization
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- Consulting and guidance
- Feature-rich technology
- End-to-end approach

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Gold Sponsors



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(formerly easyDITA)

**ContentOps for your Knowledge Management**

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New look  
Expanded mission

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 **SCRIPTORIUM**  
The Content Strategy Experts

Personalize your customer experience

Optimize your content operations

Unify your content strategy



Contact us



**stilo**

# MIGRATE

Migrate is a well-established cloud service that enables technical authoring teams to convert content to DITA XML from source formats including HTML, Word, FrameMaker, RoboHelp, InDesign, DocBook, Flare, AuthorIt, MindTouch, Excel, XML and SGML.

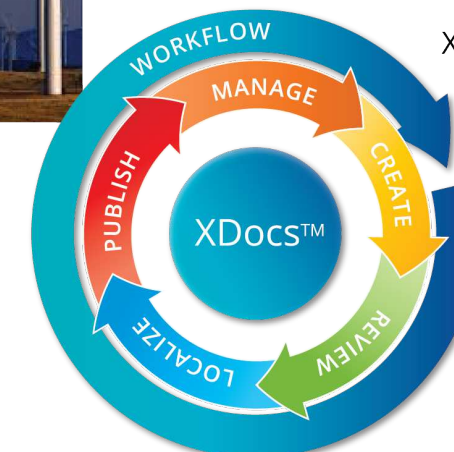


From wind turbines to semiconductor, and everything inbetween Bluestream XDocs provides the perfect content platform.



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**precision  
content**

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**SDL\***

## Is Your Content Costing You More Than You Think?

**Did you know...** time wasted simply searching for content costs a company \$5.7 million a year per 1000 knowledge workers?

**The Solution?** Intelligent Content for Information on Demand  
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36%

Increased revenue

44%

Increased productivity

40%

Error reduction

23%

Risk reduction



**Want to learn more? Stop by our booth at LavaCon.**

Source: IDC Technology Spotlight (2019) "The Future of Knowledge Management: Agile, Governed & AI-Ready Componentized Content Services"

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**OVITAS**



Ovitas is hosting a Lunch and Learn session focused on Preserving your Content Intelligence by applying advanced metadata management to your DITA XML content - from Authoring through Delivery.

Visit our booth and talk with Charlie Andrews, or setup a call through our Slack channel - #ovitas-smart-content.

www.ovitas.com  
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multiple prizes

Consultation with Content Rules' Val Swisher

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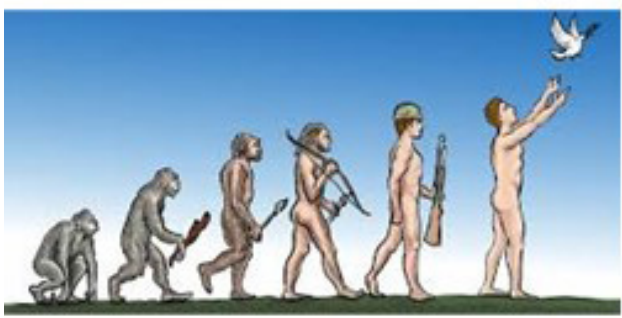
A BETTER WAY TO CREATE, MANAGE & MAINTAIN CONTENT

**XYLEME**

**Achieve Content Peace**


**DITA Authoring from**

**MS Word**



**It's Simply XML**


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Make sure you connect with one of our FREE public service projects designed to support the content community!



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AMG

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