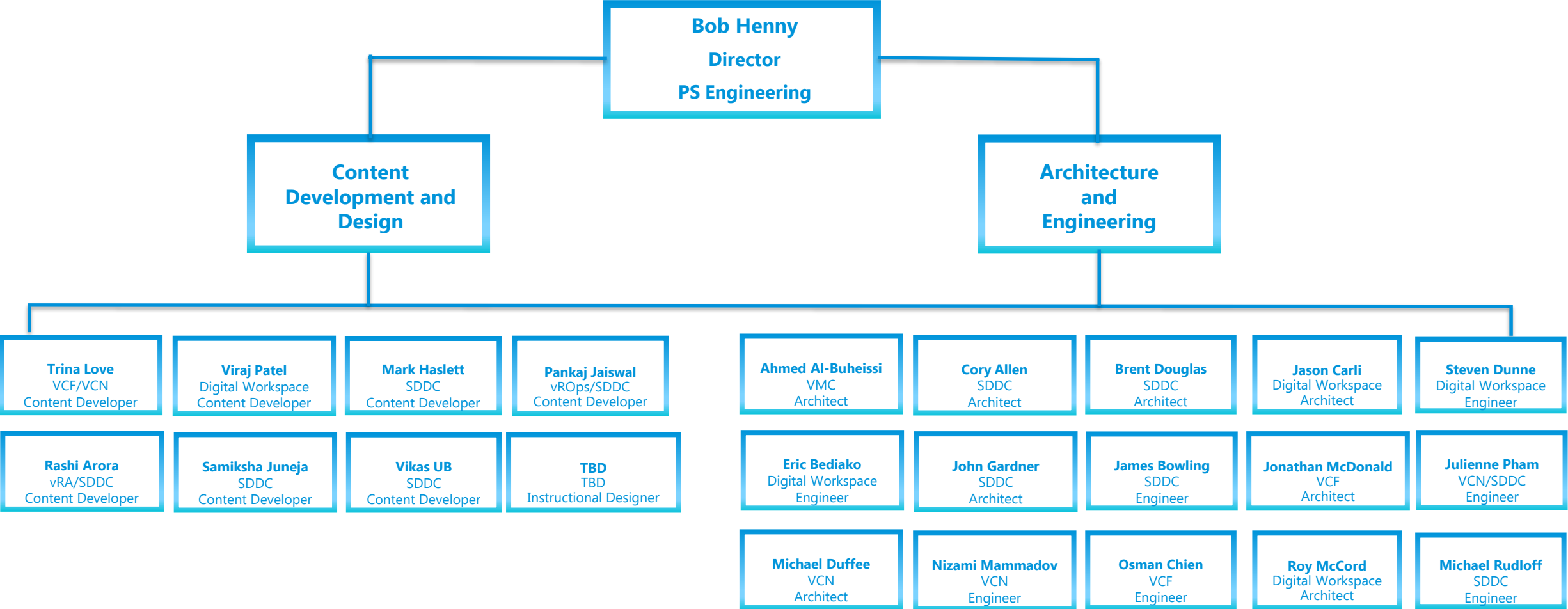


Content Development & Design

Outcome Engineering

Professional Services Engineering



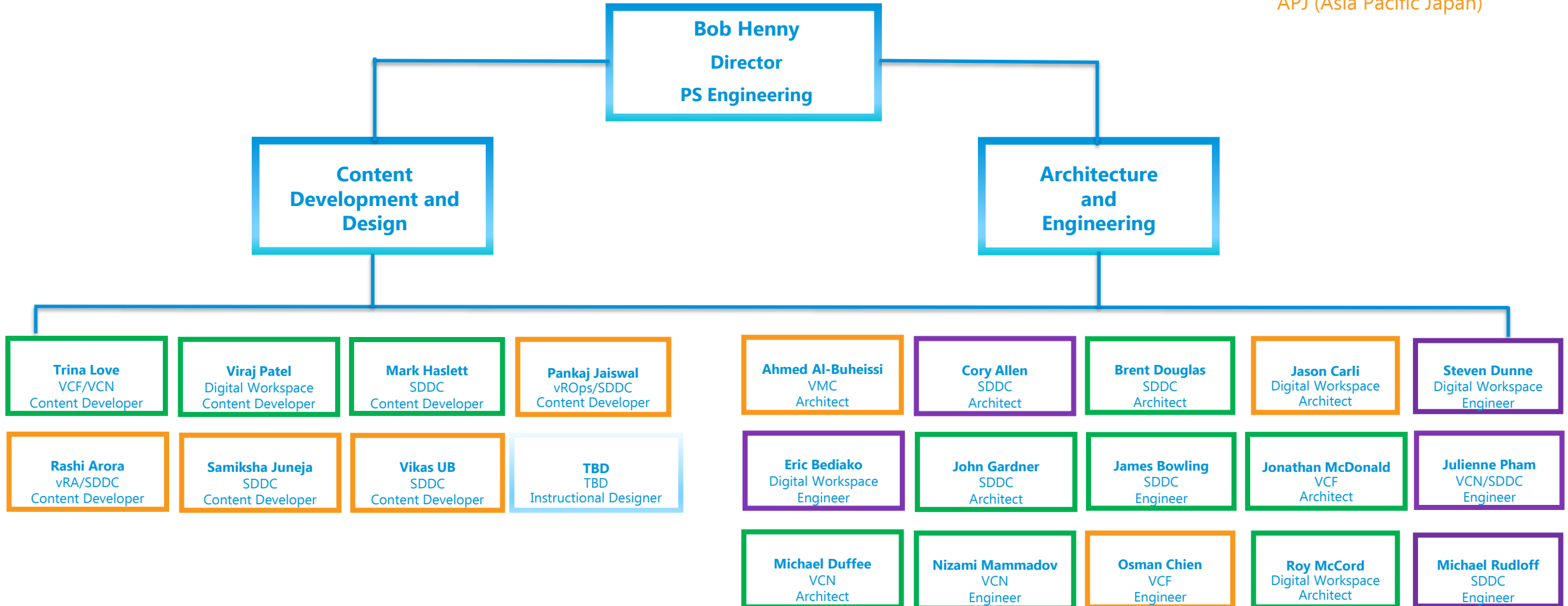
Professional Services Engineering

GEO Legend:

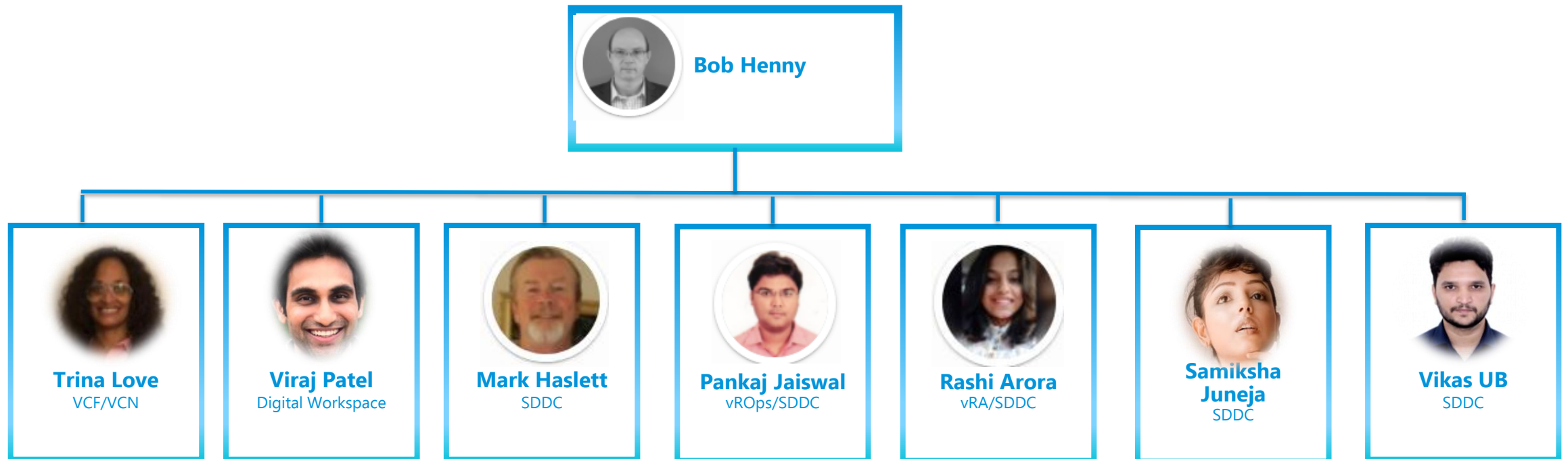
AMER (America)

EMEA (Europe, Middle East, and Africa)

APJ (Asia Pacific Japan)



Content Development and Design



The Content team is chartered with content:

- Standardization
- Availability
- Maturity
- Quality

Acronyms:

- VCF: Virtual Cloud Foundation
- VCN: Virtual Cloud Network
- SDDC: Software Defined Data Center
- vROps
- vRA

POD Content & Design Coverage



App Modernization

Modern Apps

Joe Fitzgerald (PSPM)
 John Gardner (Architect)
 James Bowling (Engineering)
 Samiksha Jungia (Content Development)
 Dave Crane (Solutions Lead)



Virtual Cloud Network

Virtual Cloud Networking

Adam Corkins (PSPM)
 Michael Duffee (Architect)
 Nizami Mammadov (Engineering)
 Trina Love (Content Development)
 Daniel Mazzini (Solutions Lead)



Telco/HCX/VIO

Mahesh Seshadri (PSPM Telco)
 Michael Rudloff (Architect)
 Adam Corkins (PSPM HCX)
 Rashi Aurora (Content Development)



Multi-Cloud

Cloud Management

Cecilio Alvarado (PSPM)
 Cory Allen (Architect)
 Brent Douglas (Architect)
 Michael Rudloff (Engineering)
 Mark Haslett (Content Development)
 Peter Legere (Solutions Lead)

Cloud Provider Software

Sachin Joshi (PSPM)
 Ahmed Al-Buheissi (Architect)
 Pankaj Jaiswal (Content Development)
 Peter Legere (Solutions Lead)

Cloud Platform/VMC

John Federovitch (PSPM)
 Ahmed Al-Buheissi (Architect)
 Andrea Siviero (Solutions Lead)

Hyperconverged Infrastructure

Anna Tsukerman (PSPM)
 Jonathan McDonald (Architect)
 Osman Chien (Engineering)
 Peter Legere (Solutions Lead)
 Trina Love (Content Development)



Digital Workspace

Digital Workspace

Florian Becker (PSPM)
 Roy McCord (Architect)
 Steve Dunne (Engineering)
 Jason Carli (Architect)
 Eric Bediako (Engineering)
 Viraj Patel (Content Development)
 Travis Wood (Solutions Lead)



Intrinsic Security

Intrinsic Security

Rebecca Aquino (PSPM)
 Julienne Pham (Engineering)
 Vikas UB (Content Developer)



Dell Technology Services

Gregg Fricke (PSPM)
 Jonathan McDonald (Architect)
 Matt Liebowitz (Solutions Lead)

Transformation Consulting

Kevin Lees (Chief Technologist)
 Vijay Kanchi (PSPM)
 Brent Douglas (Architect)
 Norman Dee (Solutions Lead)

Transformation Consulting

Team Tenets



Scale the creation and delivery of content across our consulting, accelerator, edu, and support portfolios



Develop CLA to delineate every process & deliverable to reach our SLA, BU, & VMware objectives



Drive time-efficient governance for meeting deliverables compliant with Style Guide



Create department Style Guide & become efficient at reusing content



Juxtapose BOM against what we promise, ensuring materials exist & create what doesn't exist



Audit content to ensure its usefulness in the field



Set deadlines for updating & moving materials through the Maturity model



Provide high-quality training content customized to specific learner roles and delivered in a timely manner

Focus Areas

Content Management

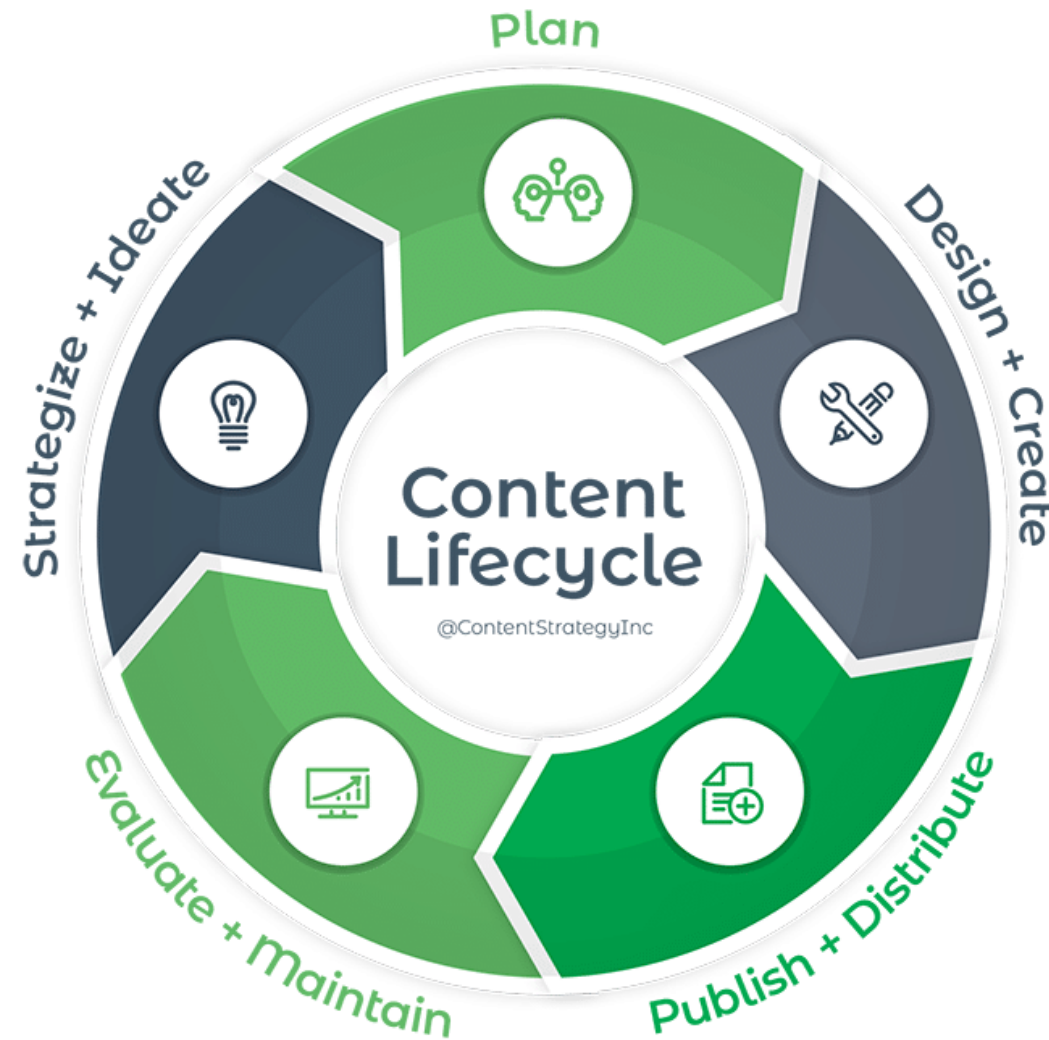
- Standardization
 - Look Feel, Compliance to style guide etc.
 - Measured by consistency of content
- Availability
 - Leverage team knowledge and EDM availability dashboard to gauge alignment to our BOM
- Maturity
 - Manage/Monitor content through our 4 stages of maturity (exploration, initial availability, repeatable, standard, and end of support.
- Quality
 - Are the delivery materials good?

Content Lifecycle Management System

The right content, at the right time, and in the right place

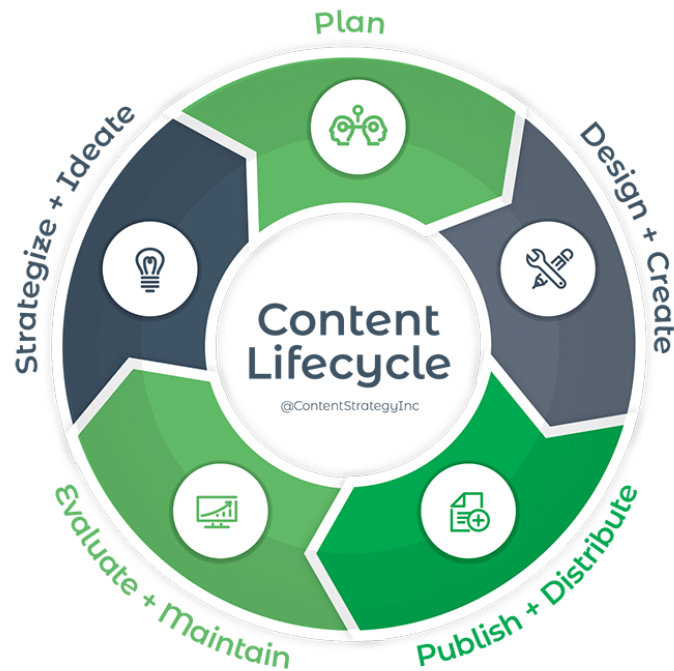
Vision

- Develop a Strategy and Workflow**
- Create & Collect Content**
- Manage Content**
- Edit and Publish**
- Update & Maintain and dispose Content**



Content Planning & Design

Plan, Design, Create, Publish, Distribute, Evaluate, Maintain



Planning

- Analyze Audience
- Review BOM
- Interview SMEs
- Research existing materials
- Estimate delivery and update Content Calendar
- Confirm materials for Kit

Design and Create

- Write and collect the information in the CMS
- Send to SMEs for review
- Make edits
- Rewrite
- Publish
- Distribute
- Evaluate

30 Day Plan



Standardization

Review existing materials, noting differences, formatting, headings, and paragraph organization

Research a CMS and any other necessary tools for success

Marry an Instructional Design Model with our

vmware[®] lifecycle and

CMS



Availability

Review the BOM to note the materials we do and don't have.

Create a Content Calendar.



Maturity

Learn the Service Maturity Lifecycle.

Identify materials in the Exploration stage and ascertain what is needed to move into the Initial Availability stage.



Quality

Establish a system for receiving feedback from the field.

60 Day Plan



Standardization

Decide on and implement changes to materials

Complete 1st draft of Style Guide

Adopt a CMS and develop content migration plan



Availability

Ascertain the effort to create the materials we don't have

Develop an Availability plan to get the missing materials written

Populate Content Calendar with deadlines for when materials are due



Maturity

Plan how we can align content development with Service Maturity Lifecycle

Identify materials in the Initial Availability stage and ascertain what is needed to move into the Repeatable and Standard stages



Quality

Socialize
<https://confluence.eng.vmware.com/display/PSE/Submitting+Feedback>

Attend pertinent meetings with Resource Managers and other Architects and note the comments about materials.

90 Day Plan



Standardization

Decide if we will change existing materials or just the ones going forward to align with our standardization decisions.

Complete 2nd draft of Style Guide.



Availability

Use Availability plan to get the missing materials written/assembled using Style Guide, mindful of the deadlines on our Content Calendar.



Maturity

Implement ongoing effort to move materials to the Standard stage.
Create a checks/balances system to ensure we keep moving materials out of Exploration.



Quality

Create a system/timeline so that we are aware when a project is complete and the RMs are getting feedback from customers. This includes meeting with Architects and other resources.

Process & Governance

1

Document existing processes and propose updates to style guides

- Review existing processes, style guides, naming convention etc.

2

Establish a set of rules and governance for content creation

- Review existing content creation/collection process.

3

Establish best practices

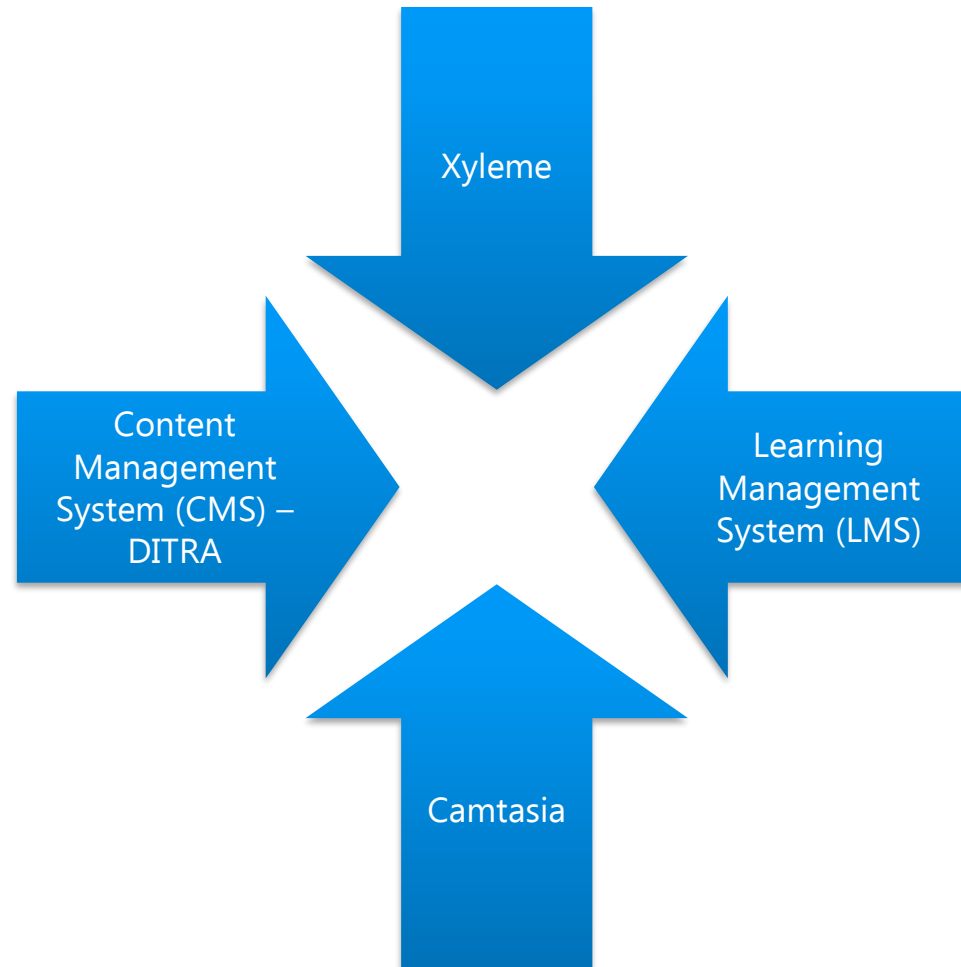
- Based on industry, uniformity, ease of use

4

Measure adherence to process

Tools and Systems

Reusable Content



CMS Requirements

Write Once, Use Many



SEAMLESS
COLLABORATION



SEPARATE
CONTENT AND
PRESENTATION



REUSABLE
CONTENT



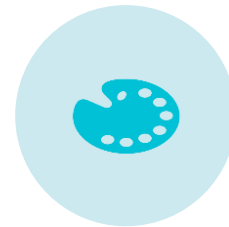
MULTIPLE
PUBLISHING
OPTIONS



SIMPLIFIED
WORKFLOW



EASY TO MANAGE



CUSTOMIZABLE



EDITING
CAPABILITIES

Project / Process Pilots

CMS/LMS Pilot



Availability Process Pilot



Maturity Model Process Pilot



Quality Assurance Pilot

Onboarding to the OE Group

Outcome Engineering

Vmware Items You Need

Get most from Workspace One

Item	Description	Link/Location
Global Connect		
Coupa		
Concur		
Source		https://source.vmware.com/portal/
HelpNow+		
Hive		https://vmware.sabacloud.com
Social		
RSA Mypage		
Workspace One		
Colleague Photo		
Vault		https://vault.vmware.com

Collaboration Tools You Need

Get most from Workspace One

Tool	Description	Link/Location
Slack		
Confluence		
SharePoint		
Miro		
Zoom		
Jira		
Microsoft Outlook		
Solution Builder		
Fonto		
Teams		

Software and Miscellaneous You Need

Get most from Workspace One

Software/Other	Description	Link/Location
Visio		
PowerPoint		
Word		
Excel		
LinkedIn Learning		
Brand Central		https://www.vmware.com/brand.html

Acronyms

vPROps: Prioritize. Realize. Optimize

VCN

VCF

SDDC

Creating & Publishing Content Process

Outcome Engineering

Components

Content Creation & Publishing Components



Solution Builder

Solution Builder is our homegrown system for creating standardized services. Our field staff & partners go here to access their content. We put the content in here to Publish.



SharePoint

This is where we store our documents. We build the documents in the Development site and publish our Production site.



Automated Content

DocWorks XML is where we develop Word content. SDL is the CMS, which follows the DITA standards.

Current Phase to Document Configuration

Legend:

- Solution Set Only
- Merged Content (PD to SS)
- Product Only

	Assess: Assess	Assess: Technology Configuration Review	Assess: Technology Discovery	Design	Deploy	Integrate	Interoperate	Consume	Upgrade	Adoption	Migrate Assess	Migrate Execute	Migrate Planning	
Initiate	- Pre-Engagement Meeting Minutes (Not PSE Curated)													
Plan	- Solution Overview - Solution Checklist - Project Plan (Not PSE Curated)													
Execute: Assess	- Gap Analysis and Recommendations	- Summary Report - Summary Presentation	- Datacenter Discovery Workbook - Datacenter Discovery Summary							- Gap Analysis and Recommendations		- Migr. Rec. Report - Migr. Rec. Pres.		
Execute: Design				- Sol. Des - Sol. Des. Workshop - Sol. diagrams		- Solution Design - Solution Design workshop presentation - Solution diagrams				- Implem. Plan - Solution diagrams			- Migr. Design Workbook	
Execute: Implement				- Solution Spec. Workbook (DDs only)	- Solution Specification Workbook - Solution Verification Workbook					- Solution Verif. Workbook				
					- Install Guide									
Execute: Migrate												- Migr. Execution Plan		
Knowledge Transfer					- Knowledge Transfer Workshop - Adoption Guide									
Close	- Engagement Summary (Not PSE Curated)													

Creating and Publishing

Process for creating and publishing

1

Define and create the Service in Solution Builder to get the correct materials to develop.

2

Assemble and create the content:

- PowerPoint, Excel, and Visio in their native sources
- Word content in DocWorks, launched in Solution Builder

3

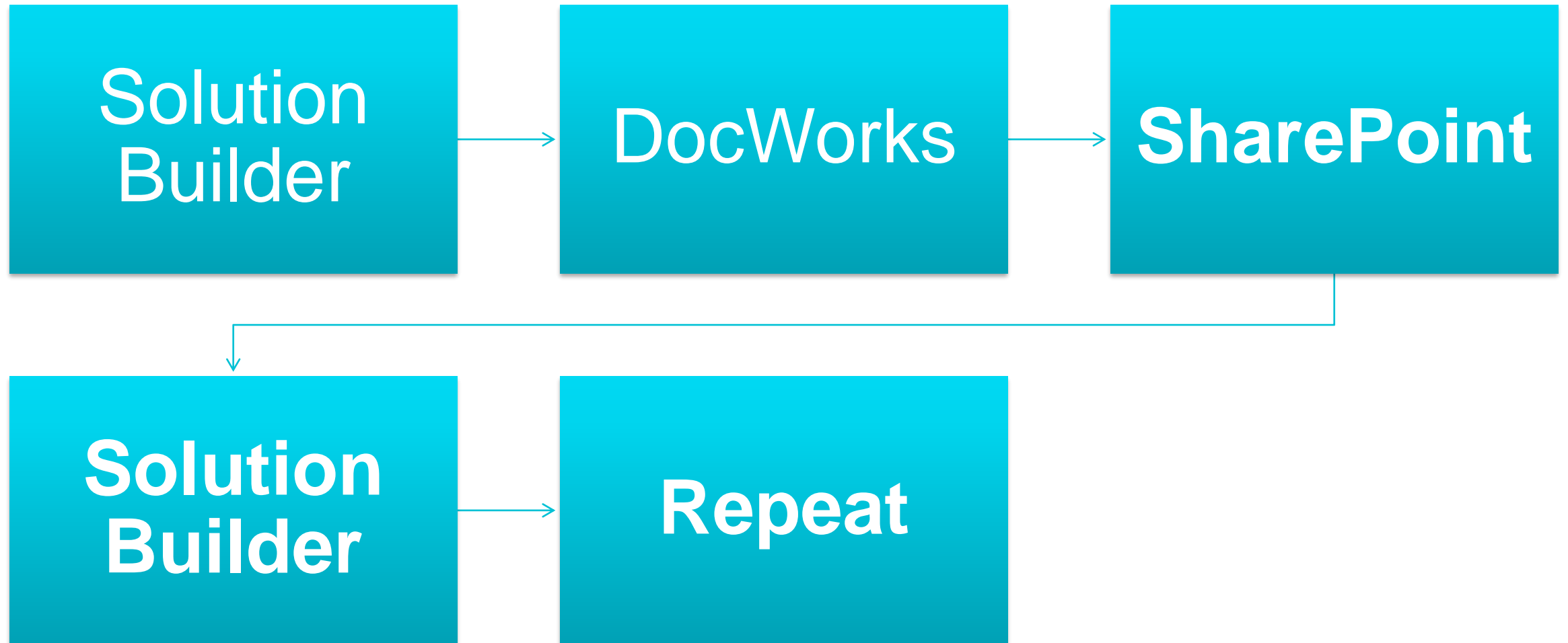
Upload the content to SharePoint Development site to edit and store. Move to Production SharePoint site when ready to publish.

4

Upload the materials to Solution Builder for user access.

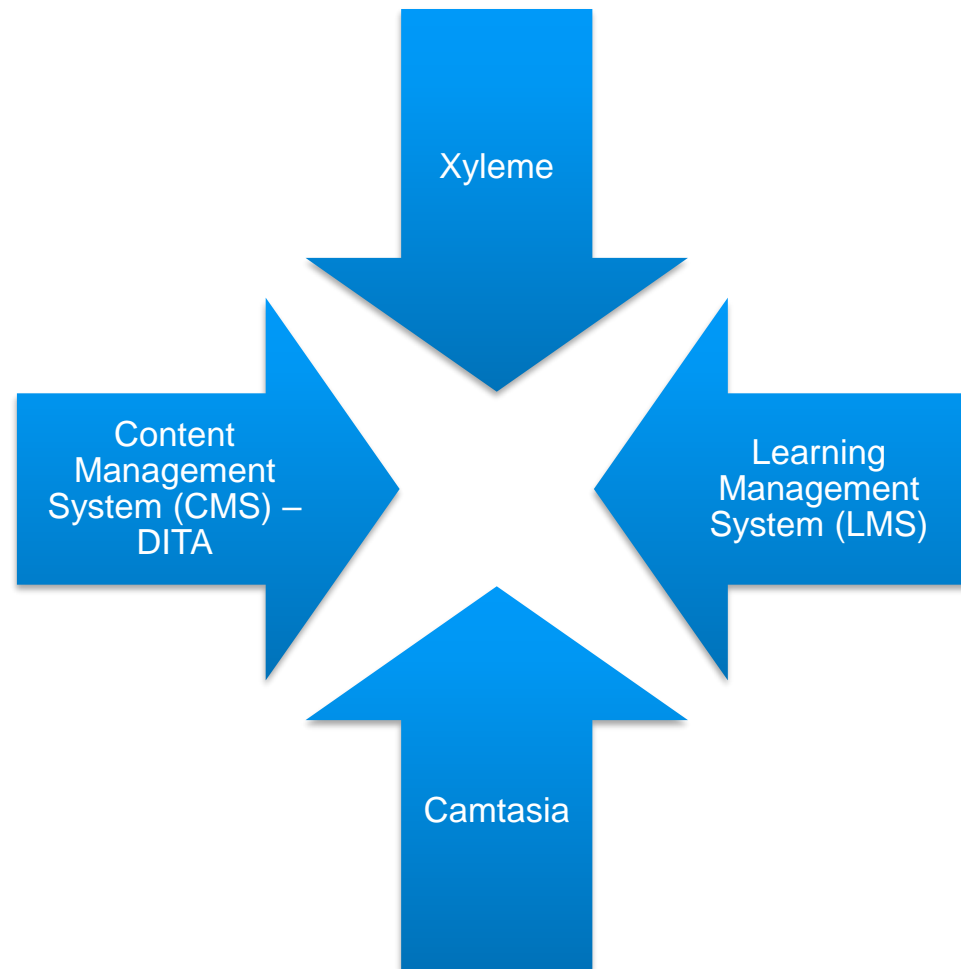
Measuring Effectiveness of Process

How can we mitigate this process



Suggested Tools and Systems

Objective: Reusable Content



“Essentially, instructional designers implement theory and research processes to design and implement learning materials that produce greater outcomes for a specific group of people.”

Instructional Design

Content and Design Learning Path

Become an Instructional Designer

Adopt Agile in Practice

Evaluate SAM and Sam2

SAM1



<https://www.linkedin.com/learning/paths/become-an-instructional-designer?u=2043620>

Agile Instructional Design

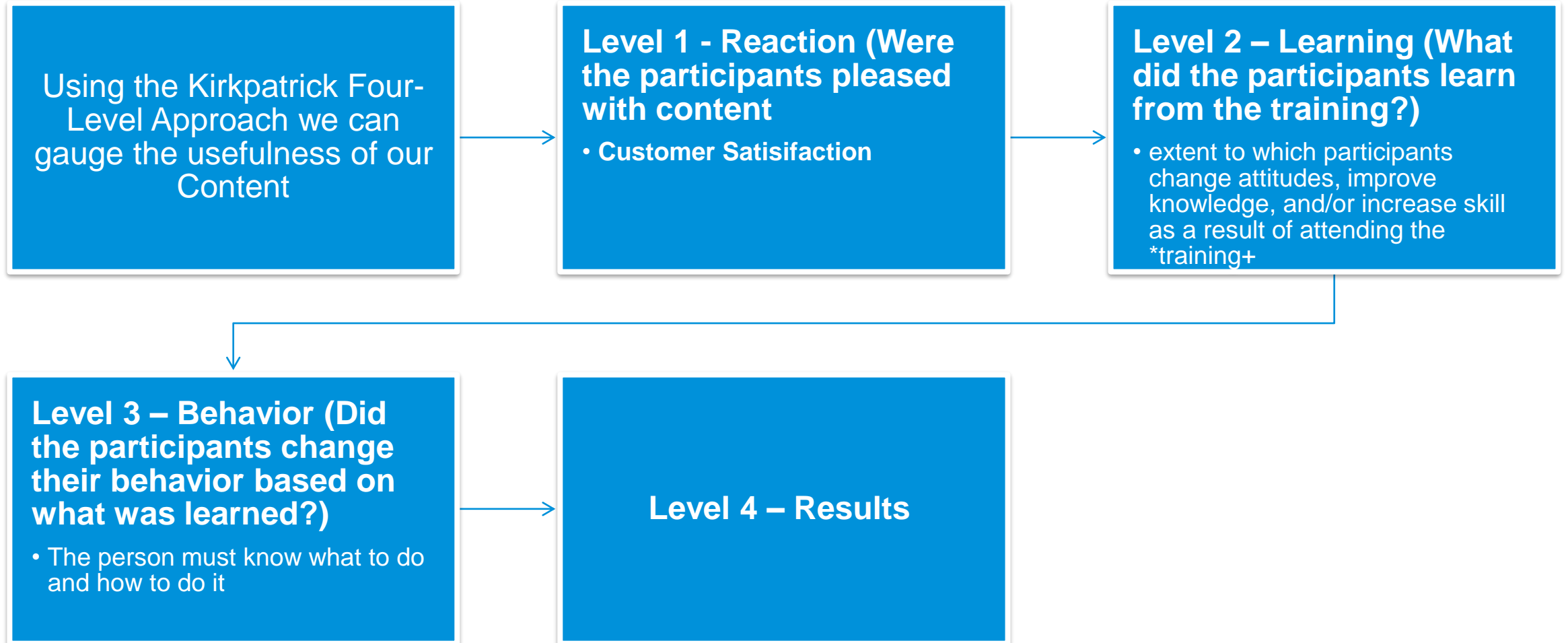
Instructional Design: Working with SMEs

Story Boarding

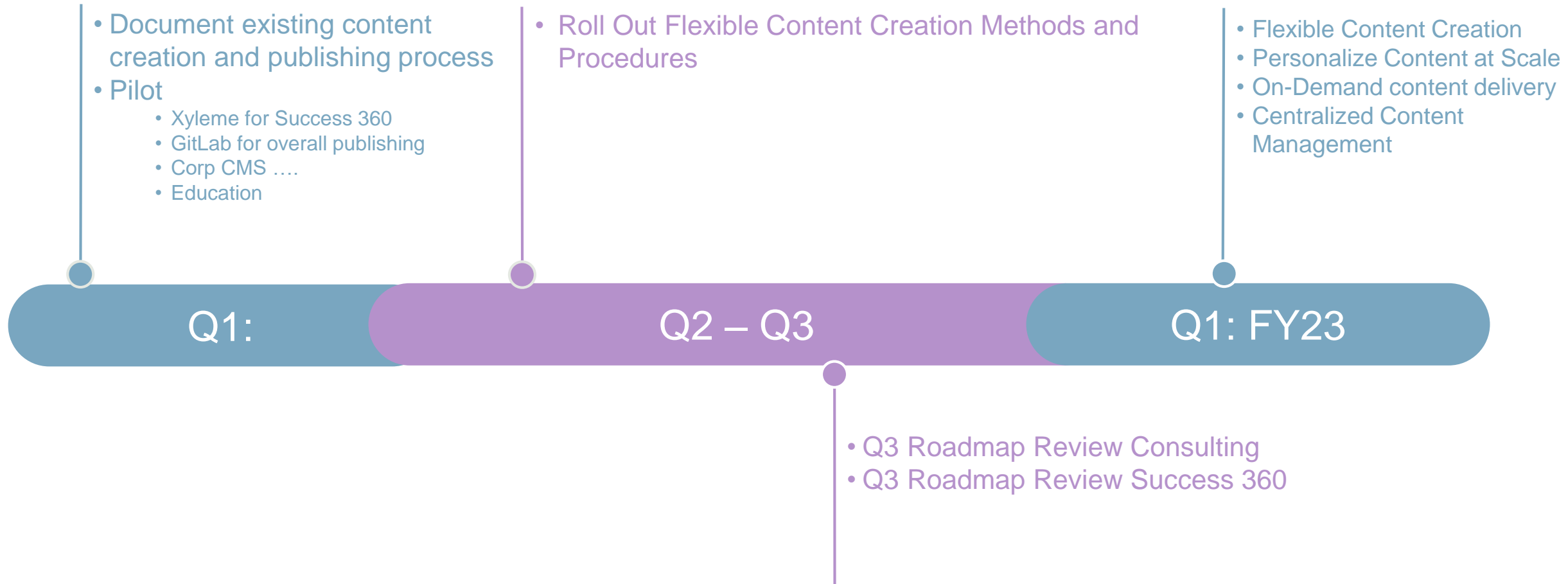
Screencasting

Measuring Effectiveness of Content

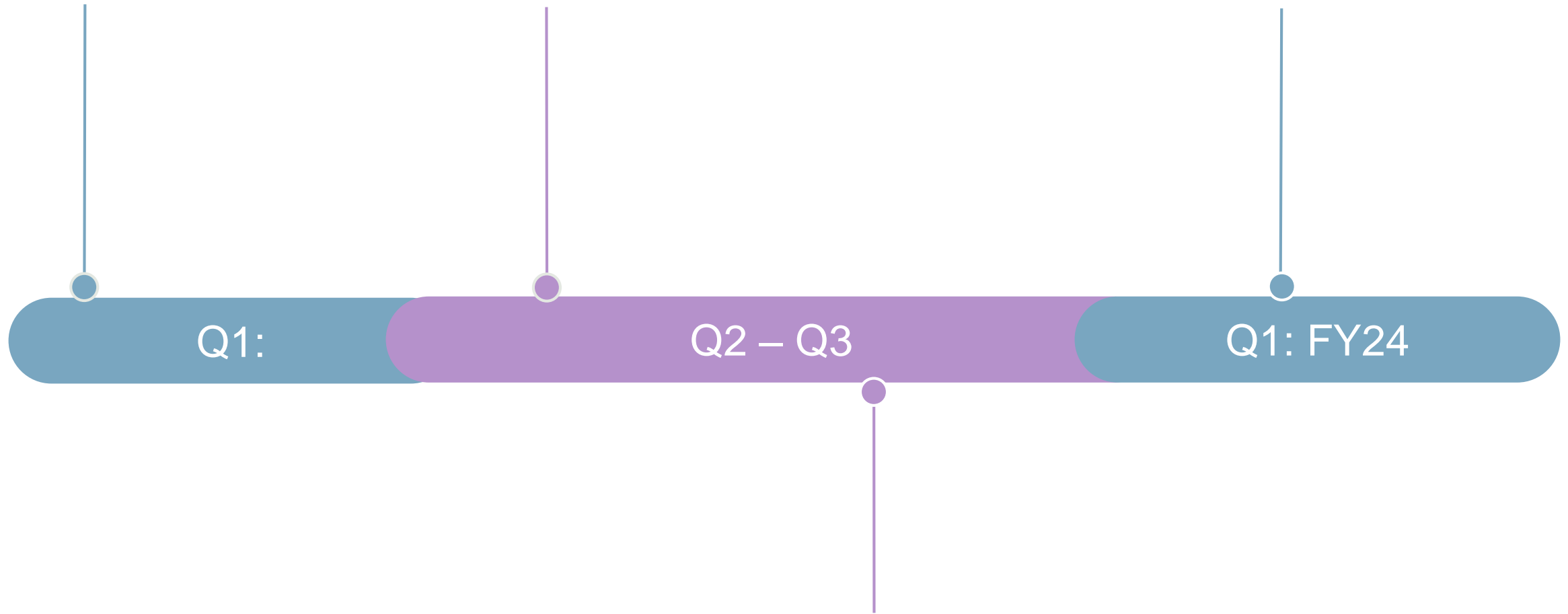
Kirkpatrick Four-Level Approach



Important Dates FY22



FY23



Projects

IP Harvest Initiative

Top 10 Engagements per Geo

Lead a 360 post

Incorporate feedback and IP/Content into kits

Project IP Feedback

Partner with AMER, EMEA, APJ to leverage existing IP and participate in key customer post mortems.