

Customers who switched to MadCap Software increased productivity by more than four times, reduced project time over 30% and improved overall customer satisfaction.

Architected from the ground up to be the ultimate single-source, multi-channel publishing application, MadCap Flare is built using the latest technologies available. Chosen by Microsoft® as a showcase application for their own Visual Studio product, Flare is revitalizing the technical communication industry. With online publishing capabilities that surpass RoboHelp® and print publishing more efficient than FrameMaker®, MadCap Flare is a true single-sourcing tool designed to not only help save you time, money and resources, but improve the quality and accessibility of your documentation.



“Using two different tools was a complicated way to publish content, and I began reading about a new generation of single-sourcing solutions that could handle both my print and online needs.”

- Kathi Hennebry | Cymphonix

“MadCap Flare is giving us state-of-the-art capabilities while offering the lowest cost of ownership of any authoring software we’ve seen on the market.”

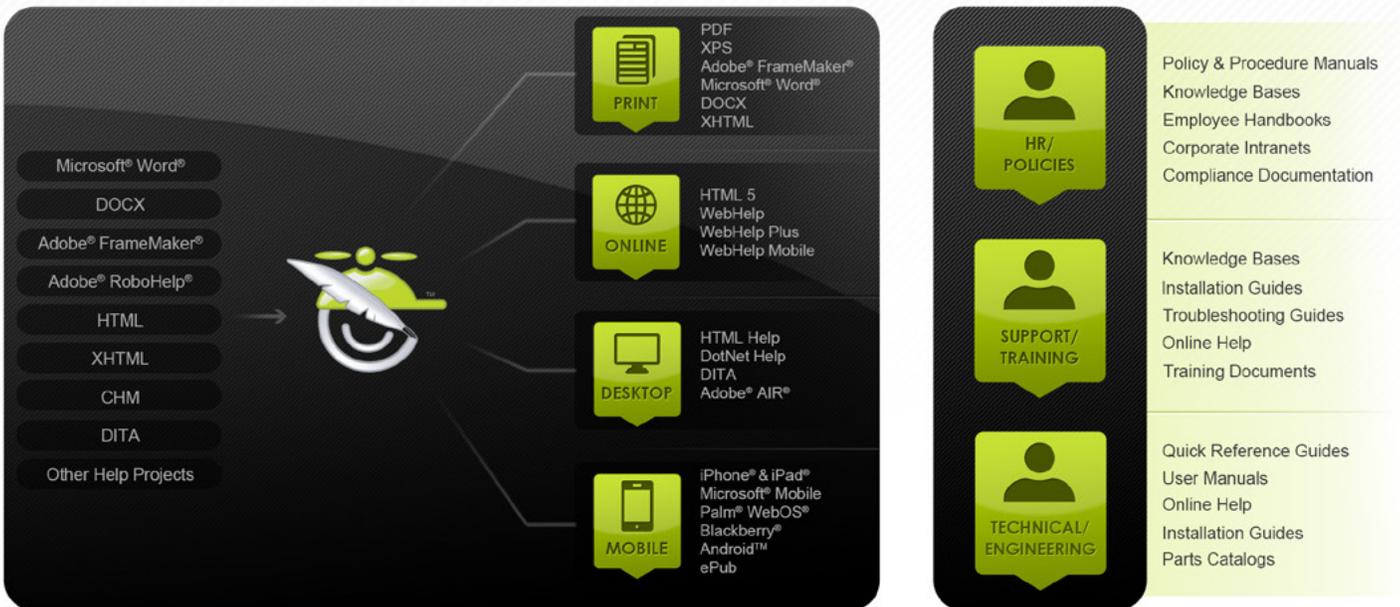
- Harold Gross | Microsoft Healthcare

IMPORT/LEVERAGE EXISTING CONTENT

AUTHOR/EDIT

MULTI-CHANNEL PUBLISHING

USES



MadCap Flare vs. Adobe RoboHelp® and FrameMaker® Comparison Table



True Single-sourcing

MadCap Flare

✓ With Flare, you can maintain your source content and output to many different output types without having to purchase a suite of tools.

- PDF
- XPS
- WebHelp
- EPUB
- XHTML Book
- CHM
- AIR
- DOC, DOCX
- DotNet Help
- WebHelp Mobile
- FM
- DITA
- WebHelp Plus
- HTML5

Adobe RoboHelp® & FrameMaker®

⚠ RoboHelp® is more for online help. Its “Print” output is unable to handle advanced print features such as specifying unique chapter page formatting, page number cross-references, etc. PDF output runs through Microsoft Word before output to PDF.

FrameMaker® output is limited to “Print” type outputs: PDF, MIF, RTF, TXT. It can save documents as XML and HTML (also author in XML when in Structured Mode). In order to be able to generate other outputs you have to purchase a suite or an add-on and learn how to integrate FrameMaker® with another tool.

Architecture

✓ Flare offers a completely “open” architecture. It stores all content and project files as XML, making Flare projects transparent and easily accessible. You can easily share, add, remove and edit content and project files in Flare simply through Flare’s UI or by using External Resources, Scripts Windows Explorer (or other means).

⚠ RoboHelp® is not aware of files added via Windows Explorer (or other means). You have to import content files through the UI even if they already exist in the project’s file structure.

FrameMaker® doesn’t use topic-based authoring unless you are in a Structured Environment.

Free Reporting

MadCap Flare

✓ Flare not only offers a large amount of 'static' reports for users it also provides a set of 'dynamic' reports. The errors or warnings in these reports can be double-clicked to open the topic with the error or warning message selected.

Adobe RoboHelp® & FrameMaker®

⚠ Both RoboHelp® and FrameMaker® offer a limited number of 'static' textual reports. With FrameMaker®, more reports are available via Distiller, but any real reporting that needs to be done will have to be done using a third-party tool.

Translation & Localization Workflow

✓ Flare project files are entirely in XML so you can send your entire project off to be translated, not just the output. Since all of the project files are XML, you can easily use any existing translation process that you may have in place using any of the industry leading translation tools, or you can use [MadCap Lingo](#).

⚠ To the best of our knowledge, Adobe has no product similar to MadCap Lingo, nor does RoboHelp® integrate with any third-party translation memory tool to the same extent as Flare, MadCap Lingo and MadCap Project Packager.

Advanced Authoring

✓ Flare includes several features, including its patented WYSIWYG editor, to make authoring easier and less time consuming. Some of the advanced authoring features include QR Codes, Internal Equation Editor that is MathML compliant, Relationship Tables that you can use in most outputs, Table Style Mediums to change the look and feel of tables across platforms, Snippet Conditions, Redacted Text, Topic Tagging, Structure Bars and much more.

⚠ RoboHelp® includes only the standard features that you would find in most authoring applications. FrameMaker® offers a good amount of advanced tools but relies on an older and more print-centric UI.

CSS Support

MadCap Flare

✓ Full support for both the CSS1 and CSS2 specifications. Can use external CSS files for formatting of any topic element, including tables. Flare supports having multiple CSS files associated with a single topic for single-sourcing purposes, and supports CSS mediums (specify different style data for on-screen or print usage). CSS3 can be added to the CSS using notepad or another tool and then supported under “Custom” in the CSS editor.

Adobe RoboHelp® & FrameMaker®

⚠ RoboHelp® is extremely limited in CSS support. It only supports a single CSS file per topic. No single-sourcing capability with CSS files, and does not support CSS mediums. FrameMaker® uses EDD files instead of standard CSS.

508/Accessibility Support

✓ For WebHelp and PDF Accessibility, Flare gives you control over what warnings to report for your Section 508/Accessibility compliance. You can save this log and double-click each error to open the topic and fix the problem.

⚠ While you can generate compliant outputs from either tool, there are no reports or compile errors that can help you find and correct issues.

Microsoft® Word Import and Output

✓ Flare tightly integrates with Microsoft® Word using modern XML data flow techniques, leveraging the Microsoft® XML Schema for Office documents. This allows for superior content fidelity during import. Combined with Flare’s page layout technology and output to print options, Flare provides the ability to create true “press ready” documents with no post processing.

⚠ MS Word integration is extremely lacking. RoboHelp® is unable to handle even little things like specifying unique chapter page formatting or page number cross-reference data derived from link data making it almost mandatory that you have to do further work in Microsoft® Word to get your document ready for the printer.

Maximum Content Reuse

MadCap Flare

✓ Flare supports topic-based authoring, which maximizes content re-use, reduces translation costs and ensures consistency across multiple projects and outputs.

Adobe RoboHelp® & FrameMaker®

⚠ FrameMaker® still supports legacy chapter-based authoring.



DOWNLOAD A FREE 30-DAY TRIAL

Customer Case Studies

Compressus Cuts Production of Print Manuals and Online Help from Two Months to One Week



Fellowship Technologies Produces Web-based Help and Conference Documentation More than Four Times Faster



CCC Information Services Optimizes Online Help to Reduce “How-To” Inquiries by up to 30%



Thinking Windows Delivers Mobile Web Help in Less Than 30 Days



Read more Case Studies at <http://www.madcapsoftware.com/company/presscenter/casestudies.aspx>

The document comparison table was prepared by MadCap Software. The views, opinions and feature comparisons expressed in this document are based solely on MadCap's evaluation and understanding of the Adobe FrameMaker® and RoboHelp® products, reviews from customers and other publicly available information that was available at the time of preparing this document. This document is prepared for reference purposes only and MadCap encourages you to perform your own comparison before making any final product or purchase decisions. If you feel any part of this document is inaccurate or incomplete, or if you would like to add to the comparison, please send your feedback to: management@madcapsoftware.com.

