

## **XML Content Management Software for Mission Critical Applications**



**Eric Bergeon - CEO**

Founded in 1998, IXIASOFT is a trusted global leader in the XML content management software industry. Today, its signature products DITA CMS and TEXTML Server provide innovative and enterprise-class solutions for mission critical applications. DITA CMS is an award winning, end-to-end component content management solution (CCMS) that has been deployed by industry leaders such as SAP®, ARM®, AMD and BlackBerry®. From authoring to reviewing, localizing and publishing, DITA CMS provides all the tools required for large organizations to support their entire DITA documentation process. IXIASOFT is also the developer of TEXTML Server, a native XML database and powerful search engine. IXIASOFT solutions are accessed by thousands of users worldwide in various vertical markets such as software, hi-tech, newspaper, and medical device manufacturing.

For more information, please visit <http://www.ixiasoft.com> or connect with IXIASOFT on Twitter and LinkedIn.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: Mr. Bergeon, what was the vision when you founded IXIASOFT?**

**Mr. Bergeon:** IXIASOFT is a spinoff from another Montreal-based software company. This Canadian company (CEDROM-SNi) is a news content aggregator, which basically means that they publish and sell news content. As you can imagine, a great deal of

software was developed internally to manage documents and news stories from newspapers. So, back in 1998 we decided to spinoff our R&D team into a new company called IXIASOFT. Instead of selling information, which was CEDROM's mission, the vision of IXIASOFT was to provide the market with the technology and software behind the product of our mother company, as well as use our expertise to develop even more innovative products that would manage documents more efficiently than traditional tools. That was the goal, and that is what we are doing today. We are a pure software company selling two software products, DITA CMS and TEXTML Server.

**CEOCFO: Would you tell us about your two products?**

**Mr. Bergeon:** We released our first product, TEXTML Server, in 2000. It is a native XML database designed to manage XML content. Relational databases are not optimized to manage XML documents, so we brought a new way to handle XML content to the industry.

Our second product, DITA CMS, is a solution built on top of TEXTML Server and is specifically designed to manage the entire DITA documentation process. In 2006, we embraced the new standard of DITA by introducing DITA CMS to the market as an innovative and more efficient way to produce and publish technical information.

Because the DITA standard is growing very fast and more and more organizations continue to move to this standard, DITA CMS is now our flagship product.

**CEOCFO: Who would be your typical customer?**

**Mr. Bergeon:** The typical customers for DITA CMS are global organizations that need to produce technical publications in support of the products or services they provide. Examples include user manuals, online help systems, installation instructions, maintenance procedure manuals, and product specifications. Our customers are currently in 3 different verticals: medical devices (ex. Abbott, Varian Medical System and Elekta), software companies (ex. SAP, WindRiver, and Workday) and hi-tech companies (ex. Blackberry, AMD, ARM, and Infineon).

**CEOCFO: What is it about IXIASOFT that provides a better, cheaper, faster or easier solution? Why IXIASOFT?**

**Mr. Bergeon:** We like to focus our energy and resources on a few specific things and make it our goal to do those things very well. Our mission is to provide the market with the best software and the best service available. We provide our customers with an end-to-end solution that can be tailored to specific needs. I believe that's one of our key differentiators

and what sets us apart from our competitors. DITA CMS is a configurable solution on its own, but can also be used with third-party technologies. In order to achieve this, we rely on strategic partnerships with best-in-class technology and service partners. So not only are our customers receiving a tailored solution, they have access to our team of experts to make sure their use of DITA CMS is successful and brings them the ROI they were looking for in the first place.

**CEOCFO: *What is the competitive landscape?***

**Mr. Bergeon:** The DITA market is still quite niche, so most of the players are like us – small to medium-sized organizations. After some consolidation in the marketplace, I would say that several of us are clear leaders in the market, driving the show for enterprise-class solutions. There are also a number of microenterprises, with very few customers, that are trying to forge a place in this market. Eight years ago we were the new kid on the block, but now we are one of the clear leaders in the DITA market.

**CEOCFO: *When would a typical customer look for a product like yours? How do they get to IXIA?***

**Mr. Bergeon:** Most of our customers are looking for a solution to produce and publish their technical content more efficiently and at a lower cost. They are looking for tools to do collaborative work, translate content into multiple languages, and/or need the ability to reuse content. They also need to make their content dynamic and readily available to their end-users through website, tablets and mobile phones.

Because DITA is still a new standard, there are currently many DITA trade shows all around the globe where technology providers and end-users can meet. So, typical customers tend to find IXIASOFT at trade shows or after searching for solutions online. DITA consultants are also very good lead generations for us. Because they trust our product, DITA consultants recommend our solution and talk about us to their customers in the DITA world.

**“I still believe that when people buy software, they also buy people. What I mean by this is that when you buy our product, you’re also buying the knowledge and expertise that our team offers.” - Eric Bergeon**

**CEOCFO: *How is IXIA different? Could you give us a concrete example of how using your software makes sense?***

**Mr. Bergeon:** I still believe that when people buy software, they also buy people. What I mean by this is that when you buy our product, you’re also buying the knowledge and expertise that our team offers. Even if we are a pure software company, our customers are really buying our expertise, knowledge, and the kind of service we provide – and the way we provide it. Most of our customers are large organizations with very specific needs and because our product is highly configurable, it’s possible to build a solution that will fit their environment specifically. Using our solution, DITA CMS, makes sense because we built it specifically for the DITA standard, as opposed to our competitors who started with generic CMSs that later adapted to DITA. The other differentiator of our product is its ability to handle many concurrent users and large volumes of information. Some of our customers were using other products, but they hit the limits of those products and made the move to our solution, DITA CMS.

**CEOCFO: *Would you tell us about the recent rebranding? Why now and what steps have you taken?***

**Mr. Bergeon:** After 16 years of using the same company and product logos, we decided it was time to update our look as our company has evolved quite a bit over this time period. When we first formed in 1998, we only had one product, TEXTML Server, so our original look and feel was more XML focused. Once we introduced DITA CMS to the market in 2006, our focus changed and DITA CMS became the core of what we do, so we wanted our branding to reflect those changes. IXIASOFT continues to grow as we’ve seen total revenues grow an average of close to 30% per year, over the last two years. Now our new look and website – [www.ixiasoft.com](http://www.ixiasoft.com) – is fresh and unified.

**CEOCFO: *How do you continue on your current growth trajectory?***

**Mr. Bergeon:** First, we are growing geographically. We’ve added team members in the USA because our customer base continues to grow in that region. In Europe, we are working with partners to provide local support as this market now represents 40% of our sales. We are also exploring the Asian marketplace. We are in negotiations right now with some partners in Asia. Second, we really believe that the DITA standard will be adopted by outside units of traditional technical publication teams. It will probably grow into other divisions inside our customer base and because we have very good relationships with our current customers, we believe they will be good promoters of our solutions within their organizations. Finally, I want to mention that the software and hardware industries were the early adopters of DITA. But, the market is seeing that this standard is being adopted within other industries now - such as medical devices manufacturing, oil & energy and insurance - and we feel that there is tremendous growth potential with other industries to also become strong DITA advocates.

**CEOCFO: *What do you look for in your people? How do you know when someone is the right person both from a technical perspective and from the personality side?***

**Mr. Bergeon:** I think that attitude is more important than knowledge. How people “fit” with the team is the key factor in deciding who should join IXIASOFT. A software company is like an organic organism. If people work well together, then the products and the services will be better. That is why we take our time when hiring anyone. We take our time to ensure that everyone will be fully integrated and fully happy. When people are happy, they are creative and work hard.

I am proud to say that many of our employees have been with us for over 10 years and I believe that this has been key to building our excellent in-house knowledge and expertise.

**CEOCFO: *How do you spend your time as CEO?***

**Mr. Bergeon:** I play golf... (laugh) only 2 times last summer. As our team continues to grow, I have been able to focus more of my time on our business development, long-term strategy and key partnerships. My management team is phenomenal and they do an excellent job at taking care of our daily operations. I check in to make sure everyone one is working together efficiently, but when you hire great people, you trust them to do great things and stay out of their way.

**CEOCFO: *Put it all together for our readers. Why pay attention to IXIASOFT?***

**Mr. Bergeon:** DITA is a new standard that proposes a new way to create and manage product documentation to the market. This new approach reduces the cost to produce, localize and publish information, but it also gives more power to the organizations to dynamically push that information to their customers. I really believe that your readers should pay attention to the DITA standard because it could have a huge impact on the productivity and efficiency of their Techpub teams and maybe even in other divisions of their organizations. If your readers pay attention to the DITA standard, they will see that we – IXIASOFT - are a leader in this field with our DITA CMS solution.

**CEOCFO: *Final thoughts?***

**Mr. Bergeon:** I truly believe that the DITA standard will help organizations lower their publication costs and allow them to do it more efficiently. It is a very important topic, especially for CIOs. DITA will eventually change the way organizations manage their documentation and we are ready to help make this happen.

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**BIO:** Eric is the CEO and one of the co-founders of IXIASOFT. He provides tactical direction to all the divisions of IXIASOFT and oversees the growth strategy of the company. Eric's mission is to increase market share by developing industry leading technologies and delivering superior customer experiences.

Eric earned his B.Sc. degree in Computer Science from the University of Montreal. He honed his leadership skills during his years as a college hockey coach and professor and by spending more than 25 years managing teams of software developers. Eric is a published author in the field of computer science and is an avid golfer, fisherman and wine lover.

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