



Duff Johnson

Document Solutions, Inc.

Founder, President, CEO

eContent Consultant

Executive Summary

Duff Johnson now operates through his Boston-based consultancy, focusing on helping organizations get the most from electronic content.

The consultancy features the following services:

- For publishers: assistance in creating, developing, maintaining and leveraging electronic content revenue streams
- For government agencies and contractors: assistance complying with Federal accessibility mandates, as well as improving access to electronic content for all users
- For businesses of all types: improving electronic content processes to save employee and customer time, reduce costs, strengthen security and enhance access to key information
- For electronic document technology developers: independent market, software and service analysis, concept and development services

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Background

As CEO of industry leading service bureau Document Solutions, Inc., Duff Johnson has an extensive background as a pioneer in electronic document technology and marketing. In addition to serving his publishing, corporate, and government clients since 1996, Duff has worked with software, hardware and service vendors to help them innovate in responding to customer and end-user needs.

Johnson has served as Contributing Editor for Business and Government for *Planet PDF*, the leading online information resource for PDF technology. His feature articles and software reviews have appeared on *Planet PDF* and in *Electronic Publishing* and *EZ Tech Guides* magazines. He is frequently interviewed for periodicals including *Intranet Journal*, *MacWorld* and other technology titles, and provides market and product analysis to marketers and investors throughout the industry.

Mission Statement

The Problem

- Electronic documents play an ever-expanding and increasingly mission-critical role in the communications infrastructure of modern business, government and media
- These organizations place volumes of content online expecting that revenues will go up, costs will diminish, and every user will benefit from improved access to effective, well organized content
- Too often, the result is an inadequate return on the investment

The Solution

- Duff Johnson brings unique experience and a service-inspired perspective to focus on the gaps between existing capabilities
- Oriented on the experience and perceptions of the end-user, Johnson's practice is to develop application and distribution opportunities while producing solutions to content management problems
- In so doing, Johnson helps generate revenue, reduce expenses and improve access to electronic content



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Capabilities

Product development for periodical, custom and corporate publishers

- eContent concept and product development, design, management and marketing
 - Clients include: Allen Press, Hanley-Wood, The Taunton Press, The United Nations and many other periodical and custom publishers, printers, graphic design organizations, technical writers and other content owners

Assistive technology solutions, including Section 508 compliance

- Establishment of needs and goals
- Section 508 / document accessibility remediation consulting
- Public speaking for education and training programs
 - Clients include: various agencies of the State of California and the US Federal Government

Support for electronic content conversion and management projects

- Advise on strategy, planning, procurement, execution and quality control of document conversion and deployment projects
- Technology assessment and direction
- Vendor sourcing, qualification and evaluation
- RFP development and response assessment
 - Clients include: Stanford University's Libraries and Development Center, Yale University Library, IKON's Business Imaging Unit

Market analysis, product innovation and development consulting

- Establishment of needs and goals
- Product positioning, development and marketing
- Independent qualitative assessment of software UI and functional attributes
- Oral and written communications, particularly to facilitate communications between technical and management / funding audiences
 - Clients include: Adobe Systems, ScanSoft, Fujitsu, LizardTech, RealTimeImage



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Typical Clients

- Academic, periodical, corporate, custom and online publishers
- Government agencies
- Communications and technical writing firms
- Electronic document technology developers
- Organizations seeking to review and improve their electronic content offerings

Typical Engagements

Publishers and Government

- Review and qualitative assessment of the status, role and prospects for improving electronic content utilization
- Development and marketing of new and existing electronic content applications
- Accessibility assessment and remediation
- Customized education and training on best practices for maximizing document accessibility

Businesses and Institutions

- eContent management consulting
- Document Imaging and PDF workflow development and problem-solving
- Accessibility assessment and remediation
- RFP development, review and response assessment
- Vetting onshore and offshore service providers
- Customized education and training on best practices for maximizing document accessibility

Software developers and service providers

- Business and product development, definition and marketing
- UI and functional software assessment
- White paper consulting and technical review
- Marketing collateral development



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Duff Johnson: Professional Accomplishments

Introduced MultiResolution PDF, the world's first commercially available image-segmentation solution for legacy content. (1997)

Recognizing an unmet need for academic and periodical publishers and libraries, DSI developed an image-segmentation approach to the handling of scanned images, greatly reducing file-size while guaranteeing high-quality for color and bitonal images.

Introduced All-PDF and Heuristic Indexing System disc interfaces (1997)

Clients needed a way to deploy their content offline as well as online. DSI responded with complete CD-ROM interfaces using only PDF files to deliver all aspects of the disc experience. DSI's clients retain total design control while benefiting from "like paper" document delivery, standardized, high-quality free software, a smooth, customized interface and full-text search.

Introduced Brochure Grade document imaging standards (1998)

DSI recognized that there was a middle-ground between conventional scanning service bureaus who pay little attention to individual image quality, and pre-press shops, who may spend 30 minutes tweaking a single image. DSI's Brochure Grade conversion services meet the needs of hundreds of companies seeking to digitize manuals, brochures, reports and other high-value, high-visibility documents.

Enabled the world's first large-scale legacy PDF forms application (1998)

DSI added fields to over 30,000 pages of insurance application forms for a major insurance broker, the largest such volume using PDF forms technology at that time.

Created innovative DataStructure software (1999)

DSI's internal processes required the management of hundreds of thousands of image and other files on a daily basis. Using Johnson's design specifications, DSI developed service-bureau software allowing for the deployment and management of any type of file into any desired directory-structure and naming convention.

Introduced the world's first Section 508 Remediation Service (2001)

Section 508 requires the Federal Government and its contractors to publish electronic documents that are accessible to people with disabilities. Many other governments and companies are adding similar requirements to their document production processes. DSI was the first service company to offer Section 508 compliance remediation to existing PDF files.

Introduced the Database-Driven All-PDF disc interface (2003)

Conceived and developed advanced methodologies allowing index databases to be embedded within PDF files, allowing cost-effective creation of exceptionally powerful, secure and totally self-contained disc interfaces that use only PDF files.



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Articles by Duff Johnson

[Planet PDF's](#) Contributing Editor for Business and Government, Duff was one of the first participants in the PDF Zone and Planet PDF industry-defining Forums. His articles, questions, problems, and occasional rants may be found throughout [Planet PDF](#) and the [PDFZone](#) listserv archives.

Articles Include:

[Planet PDF's Accessibility Learning Center](#) (Planet PDF)

What document authors and managers need to know about making PDF files more accessible.

[Accessible PDF: A Strategic Review](#) (Planet PDF)

Accessible functionality needs to be built in to PDF, not added on.

[Accessibility Strategies: Tagged PDF vs. Accessibility for the Masses](#) (Planet PDF)

There are (at least) three fundamentally distinct approaches to enhancing PDF accessibility. Here, Duff surveys two of them as part of his argument for "accessibility for the masses"

[An introduction to accessible PDF](#) (Planet PDF)

First things first... what is accessibility, and what does it have to do with PDF?

[PDF can comply with Section 508. Now it's your move](#) (Planet PDF)

A review of how Acrobat 6.0 helps comply with Section 508 ... and where the remaining challenges lie in improving accessibility for all users.

[Planet PDF's Introduction to Acrobat and PDF Learning Center](#) (Planet PDF)

An overview of the Acrobat and PDF basics. Duff's articles here include:

[What is PDF?](#) (Planet PDF)

A primer for those who need to know

[PDF Online 101: A Crash Course](#) (Planet PDF)

To counter common misimpressions about PDF, Duff shares some tips that are now part of every webmaster's knowledge-base.

[New Life For Old Content](#) (Electronic Publishing)

Johnson discusses converting older archived material into value-added electronic content.

[Focus on the Document](#) (Planet PDF)

A review of Adobe Acrobat 5.0 (Windows version) analyzing the new features most significant to "document-heavy" organizations.

[Adobe Acrobat Capture](#) (Planet PDF)

Johnson shares his perceptions based on first-hand experience with Adobe Acrobat Capture 3.0x, a long-awaited upgrade.



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Getting in Touch

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DSI's regular business hours are weekdays from 9:00 a.m. to 5:30 p.m PST.

Contact DSI Headquarters directly for assistance with:

- Conversion Services
- eContent Enhancement Services
- Disc Development Services
- PDF Forms Services
- Accessibility Remediation Services
- DSI Administration and Billing

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Document Solutions Consulting is available by appointment only. Please send us an email or fax describing your interests and needs, as well as a good time to contact you for follow-up.



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