Now Part of the MadCap World

23 April 2014
Welcome to the Content Era
“Audiences are inundated by pleas for their attention. Consumers no longer respond to anything but the most compelling content.”

– Gartner

Buyers complete 70% of their buying decision before they engage with sales.

– Sirius Decisions
Search Changes Everything
Accelerating Globalization
Your Content Needs Every Advantage
Content Must Give You an Edge

- Findable
- Readable
- Engaging
- Translatable
- Consistent
Acrolinx Delivers Your Content Advantage

Findability
Readability
Consistency
Engagement
Translatability
How?

Set Standards

Analyze

Optimize
Set Standards
How You Set Standards

Today

- Terminology spreadsheets
- Style guides
- SEO Keywords

Acrolinx

- Collaborative management
- Fine-grained control
- Shared use
Setting Standards in Acrolinx

- Findability
- Readability
- Engagement
- Consistency
- Translatability

Terminology
SEO Keywords
Readability
Tone of Voice
Style
Reuse
Optimize
How You Optimize Your Content Today

- Spelling
- Grammar
- Style
- Terminology
- SEO Keywords

Manual

Automated (MS Word)

- Spelling
- Grammar
Optimizing Your Content with Acrolinx

- Spelling
- Grammar
- Style
- Terminology
- SEO Keywords
- Reuse
- Readability
- Informality
- Liveliness

Findability
Readability
Engagement
Consistency
Translatability

Manual

Automated (Everywhere)
Optimizing Your Content with Acrolinx

Scorecard Summary

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<tr>
<th>Scorecard Summary</th>
<th>Quality score</th>
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Voice

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Optimizing Your Content with Acrolinx
Readability, Informality, Liveliness

- More consistent corporate voice
- More readable, understandable, engaging

Voice

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Set targets – show writers where they fall short
Analyze
Today
- Publish before you analyze
- Improvement happens late – if it happens at all

Acrolinx
- Analyze before you publish
- Predictive analytics: you know before publishing if goals met
Executive-Level Metrics

Reports on cost savings, quality, usage
Let’s See a Demo!
About Acrolinx

- Started at German Research Center for Artificial Intelligence
- Spun out in 2002
- Privately owned
- Headquarters in Santa Clara & Berlin
Some Acrolinx Customers

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<th>Financial Services</th>
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Industrial & Engineering

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Thank You!

PG Bartlett

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