



Now Part of the MadCap World

23 April 2014

Welcome to the Content Era

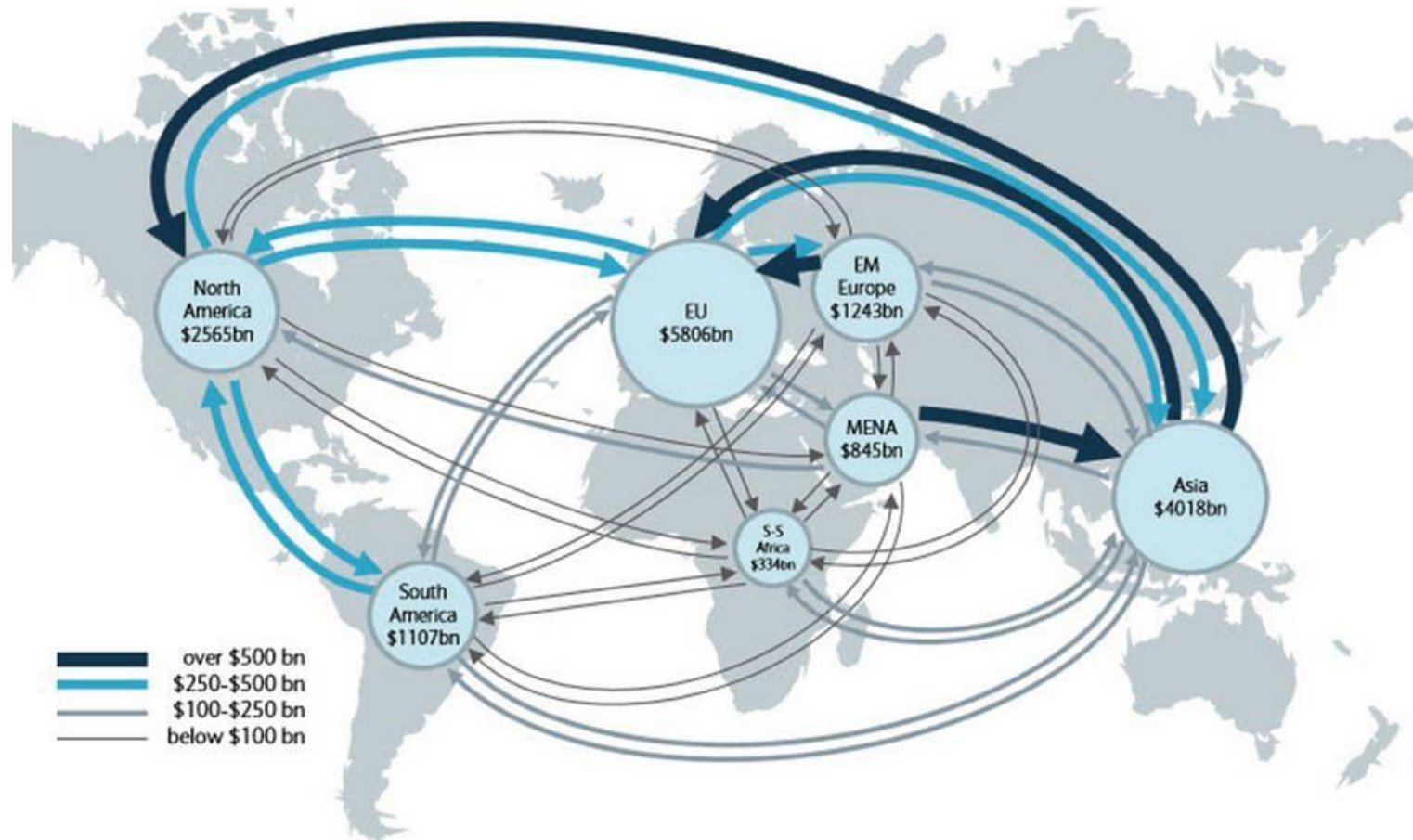
Buyers complete 70% of their buying decision before they engage with sales.

– Sirius Decisions

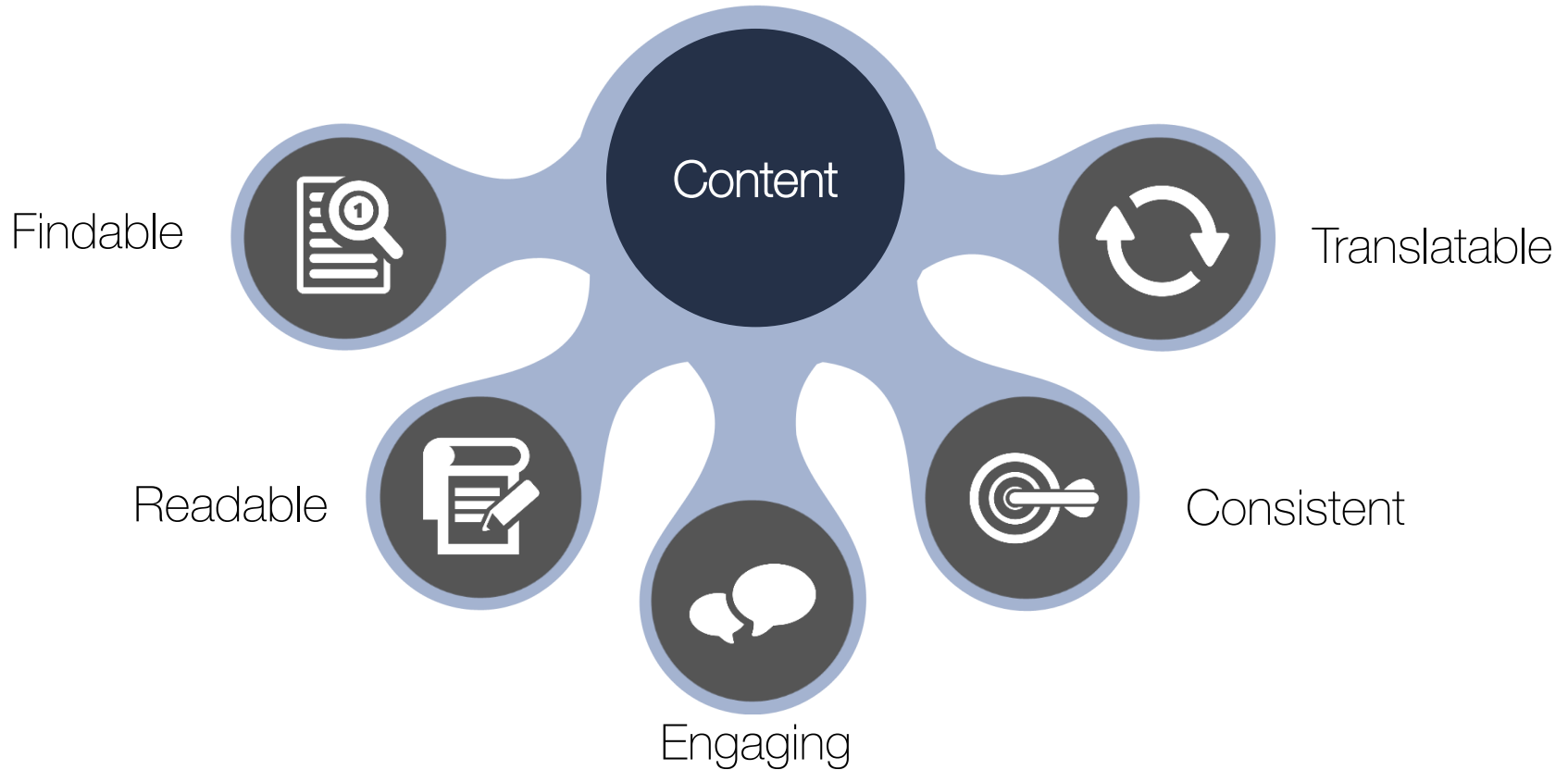
*“Audiences are inundated by pleas for their attention.
“Consumers no longer respond to anything but the most compelling content.”*

– Gartner



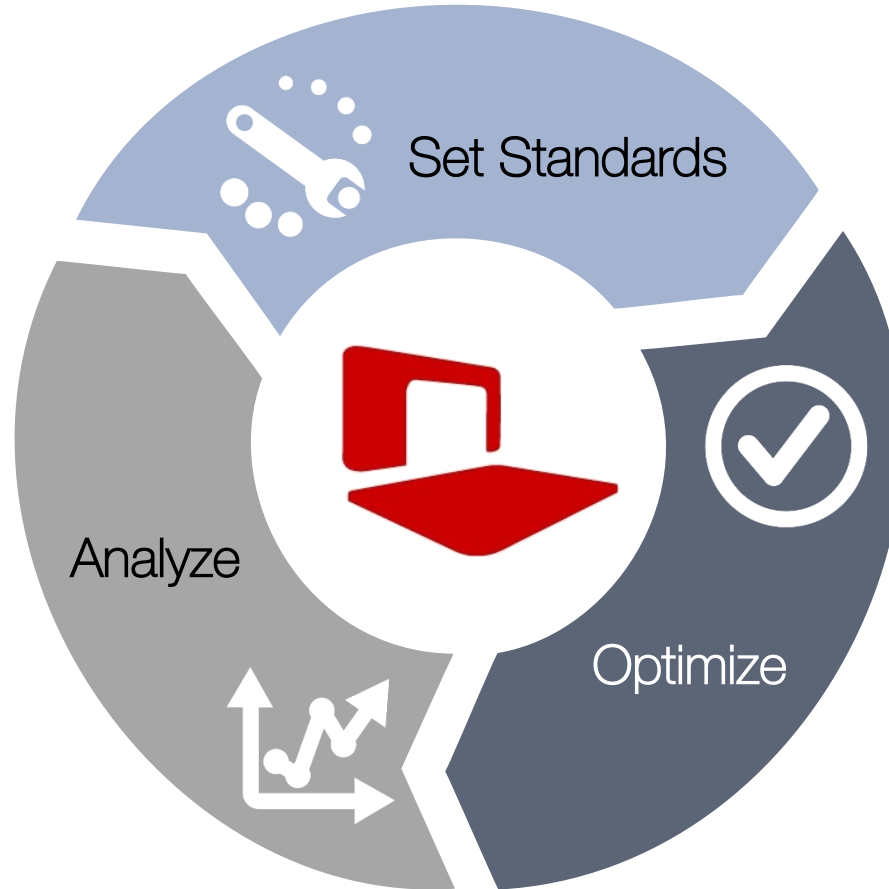


Your Content Needs Every Advantage





How?





Set Standards



How You Set Standards

acrolinx 

Today

Terminology
spreadsheets



Style guides



SEO Keywords



Acrolinx



- Collaborative management
- Fine-grained control
- Shared use



Setting Standards in Acrolinx



Findability



Readability



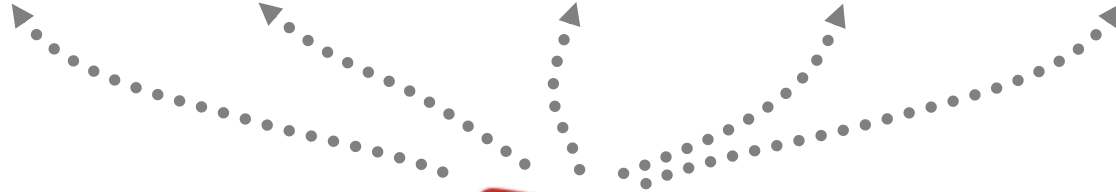
Engagement



Consistency



Translatability



Terminology
SEO Keywords
Readability
Tone of Voice
Style
Reuse



Optimize



How You Optimize Your Content Today



Findability



Readability



Engagement



Consistency



Translatability

Manual

- ✓ Spelling
- ✓ Grammar
- ✓ Style
- ✓ Terminology
- ✓ SEO Keywords

Automated (MS Word)

- ✓ Spelling
- ✓ Grammar



Optimizing Your Content with Acrolinx



Findability



Readability



Engagement



Consistency



Translatability

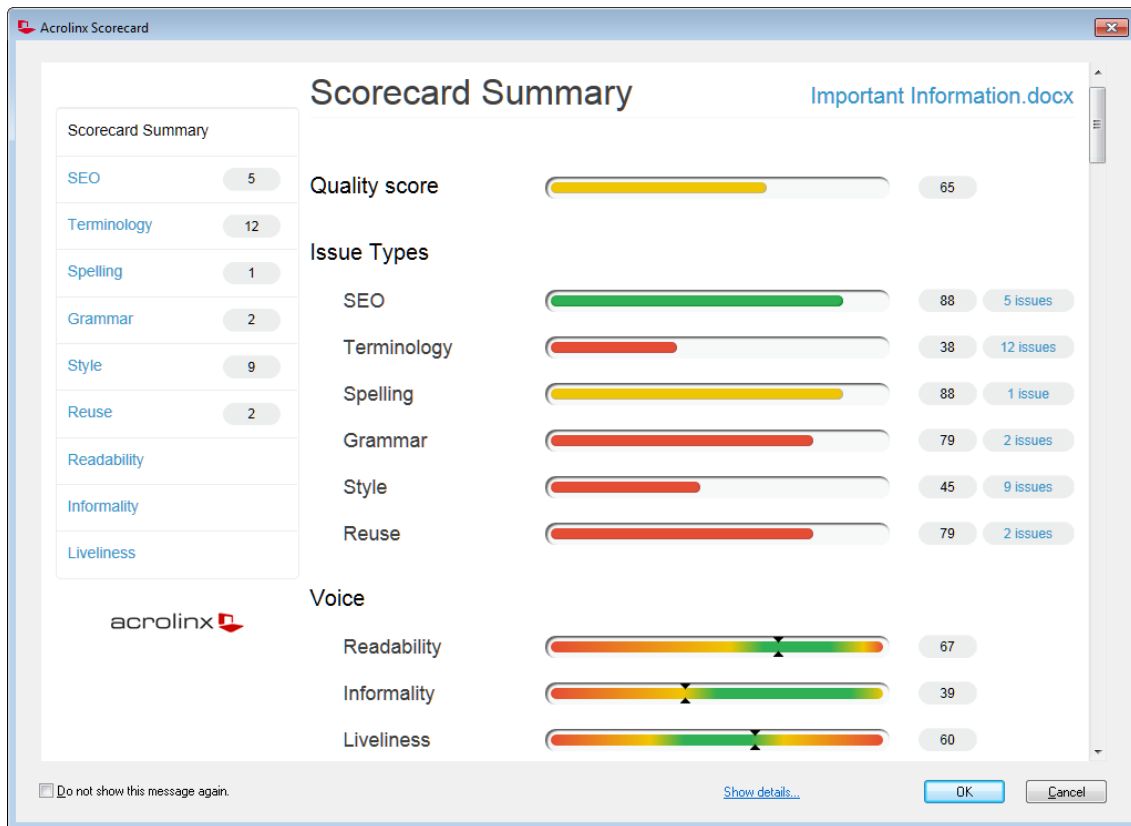
Manual

Automated (Everywhere)

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



Optimizing Your Content with Acrolinx





Optimizing Your Content with Acrolinx



SmartTech N7 Strategic Alliance 5.fipj - MadCap Flare V10

File Home Insert View Project Review Tools Source Control Table Window Help Acrolinx

Check Check with Corrections Dialog Batch Check Show Scorecard Show/Hide Flags Acrolinx

Content Explorer

- Content
 - PageLayouts
 - Resources
 - SmartTech - Solution Brief
 - Boilerplate.htm
 - SmartTech Solution Brief 2.htm
 - SmartTech Solution Brief.htm

SmartTech Solution Brief 2.htm

SmartTech Solution Brief 2.htm Boilerplate.htm

Layout (Web) Medium (default) Page Layout

Smart Tech Unlocks New Possibilities for customers

Opt for solutions that expand your choices, not lock you in

challenge

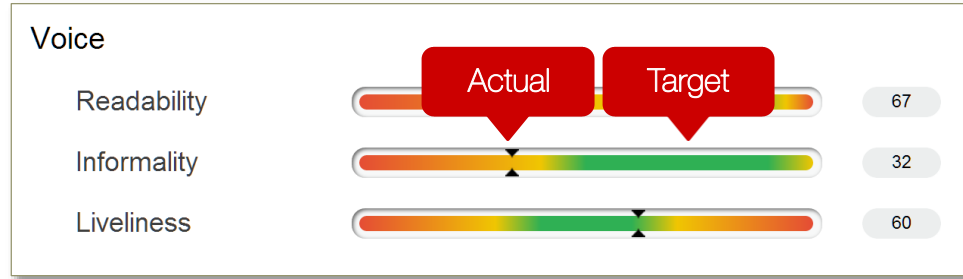
is migrating to unified communications (UC). You are adding video to fully engage your customers, reduce travel and speed time-to-ve found that no single vendor has a solution for every unified ms need—Email, voice, video, IM chat, social software, web

ery, CRM, business process integration, cloud options, hosted obility, bring your own device. Your IT department can no longer a cost of being locked into proprietary islands of communications the best vendors with open, standards based solutions to meet the multi-vendor interoperability.

In your solution search you have many questions. How do we connect our existing N7 CTS room with Microsoft® Lync®? If we make a strategic UC architectural shift, do we still have investment protection with our NUCM and N7 video assets? Can we add conference rooms with automated two camera speaker location technology with Smart Tech SmartEye Director and equip more rooms serving more participants at a much lower cost? Can we reduce network bandwidth and get better resource utilization with the bridges we already own? Can we make our solution work on any network without having to go down a proprietary non-

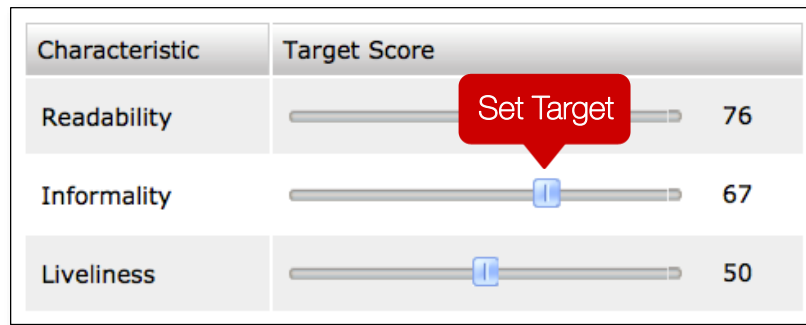
Words: 976 Font Scale: 100%

XML Editor Text Editor



Measure tone of voice

- More consistent corporate voice



Set targets – show writers where they fall short

- More readable, understandable, engaging



Analyze



Analyze

acrolinx 

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



Create



Publish



Analyze



Improve



Create



Analyze



Improve



Publish



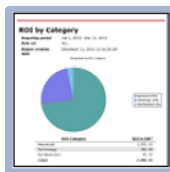
Reports on cost savings, quality, usage



Quality



Quality Improvement by Document



ROI by Category



Flags by Document



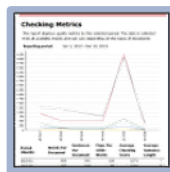
Flags by Rule



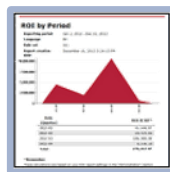
Most Frequent



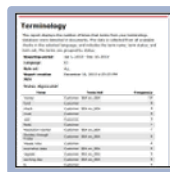
Check Distribution



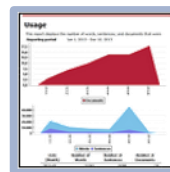
Checking Metrics



ROI by Period



Terminology



Usage

Let's See a Demo!

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



Top 100 Companies in
Digital Content Industry



Some Acrolinx Customers



Software



Autodesk

ORACLE



Adobe



EMC²

PayPal



Medical



SIEMENS



Dräger

PHILIPS



eppendorf

Aerospace



GOODRICH



JEPPESEN
A BOEING COMPANY

LIEBHERR

Financial Services



FIDUCIA
Ihr IT-Partner



High Tech



Agilent Technologies



ERICSSON

lenovo



PHILIPS



NETGEAR

Industrial & Engineering



BOSCH

SIEMENS

ABB



TEREX



FAG

SCHAEFFLER GRUPPE

STIEBEL ELTRON

SICK

Sensor Intelligence.

SEW
EURODRIVE



SCANIA

Schneider
Electric

YOKOGAWA



VIESSMANN

Leica
Geosystems

GROHE

CLAAS

Thank You!

PG Bartlett

pg.bartlett@acrolinx.com

