



# Connect with Your Customers

Smarter Content and Smoother Workflows

acrolinx

# Keeping Clarity From Start to Finish



If your customers think that installing a driver happens in the garage, you're in a bit of trouble. Avoiding confusion in content about your product or service can be quite the task, especially if you're managing translations. From documentation to support and training material, you need a clear and consistent message across different teams and locations.

Don't lose your customers in a labyrinth of language! Keep them happy by making your content easy to access and understand. Connect with your customers better through your user interface or online service center. Make sure your content is effective, clear, and consistent with Acrolinx.

## Acrolinx: Better Content. Faster.

Acrolinx is an AI powered platform that eliminates content chaos and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and analyzes the performance of your entire content operation.

Acrolinx keeps your language on brand and legally accurate by identifying potential issues. Reduce your feedback rounds and your stress levels and enjoy a smoother content creation process.

### Turn your team into content superheroes! Acrolinx solves content stress such as:

- How do you enable your team to be more agile and efficient?
- How do you achieve awesome content within your budget and timeline?
- Do you show the value of your product or service with clarity and consistency?
- Does all your content fit your audience and purpose?
- Can your customers find what they need?
- Do regional variants match local requirements and is translation easy?

## Acrolinx delivers...

### **EFFICIENCY**

Acrolinx reduces the time and cost of creating all types of content. It gives you intelligent feedback and saves your teams oodles of creating and editing time.

Acrolinx gives you control over all produced content. Since your strategic goals are the basis for guidance, the platform seamlessly keeps all content aligned with your expectations.

### **CONSISTENCY**

Effective communication requires consistency. But with disconnected teams creating content, your customers can't get what they need.

Acrolinx guides your content creators to your predefined terminology, tone, and messaging. Many writers. Once clear voice.

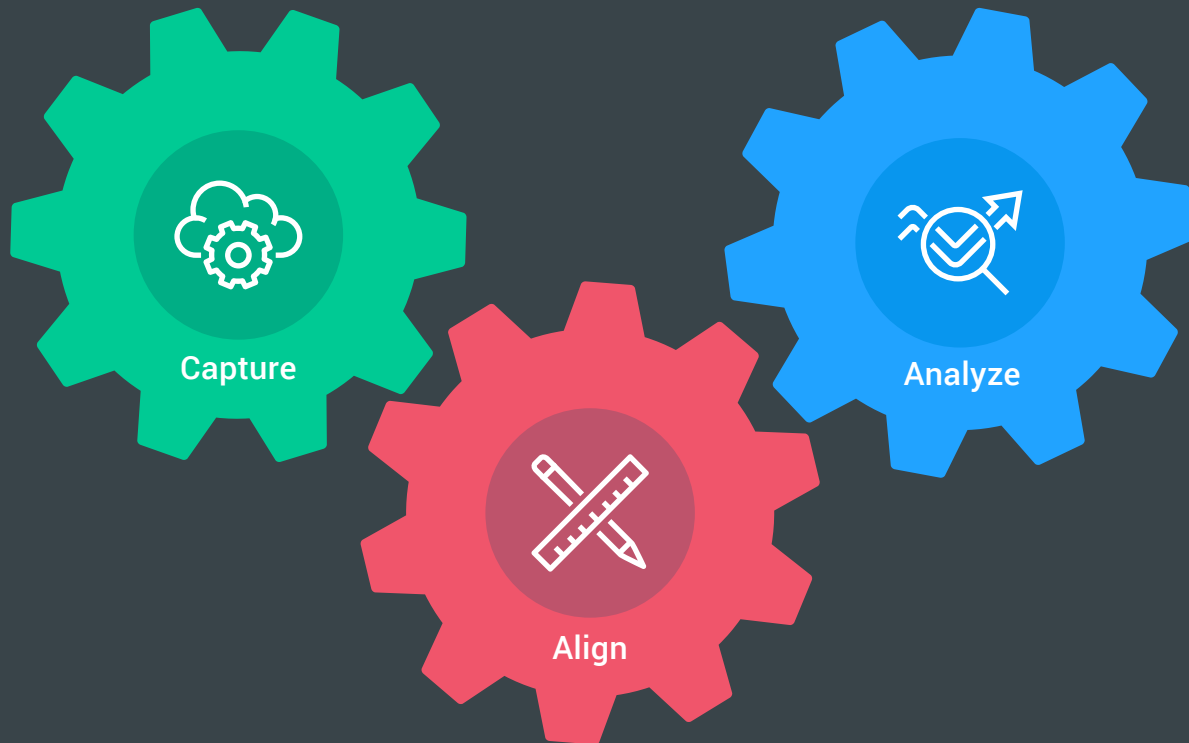
From product code to support content, Acrolinx gives you consistent content across the entire customer journey.

### **USABILITY**

Acrolinx makes it easy to produce clear, functional content. Adjust your writing guidelines to better suit your goals, and your readers.

Acrolinx helps you speak like your audience. We have tons of tools to refine tone of voice, get an oversight on content performance, and add new words and phrases to your company terminology.

### How Acrolinx Works: Capture, Align, Analyze.



Acrolinx integrates directly into your content process. It provides clarity, efficiency, and insight by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your guidelines for support content and create subsets of guidance for types of content or audiences.
2. **Aligning content with strategy:** The Sidebar supports writers with access to your content guidelines and provides instant feedback about clarity, consistency, tone, and language as they create content. You can also choose to embed our Automated Check into any stage of your content creation process. This streamlines writing, review, and editing, so you can pay more attention to customer interactions.
3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analyses, quality, and improvement metrics. You can improve your guidelines and adjust them for different types of support content.

Capture

en - Legal

Filter by guideline:

Grammar and style

Grammar

Style

SAVE

RESET

Configure Guidelines That Have Special Settings

Guideline	Parameter
Sentence length: Shorten this list item?	STLength = 21
Sentence length: Shorten this sentence?	STLength = 31
Sentence length: Shorten this title?	STLength = 7

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Articles: Perhaps use "the" more consistently?	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	<div><div></div></div>	<div><div></div></div>	<div><div></div></div> Disabled in LIST_TABLE

Configure Tone of Voice Settings

English

Audience types:

ADD

DELETE

Business

Consumer

Get the right tone of voice for the audience that you're trying to reach. To get the right tone of voice, mix and match the strength of each voice category.

Acrolinx will guide your writers so that their content has the right amount of each of these categories.

Clarity

simple

You want your content to be clear and simple. It might contain some technical words. We'll highlight average and difficult sentences.

Conversational Tone

conversational

You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

off

We won't check the tone of your content.

conversational

You want your content to be conversational. We'll highlight paragraphs which sound formal or which are not particularly engaging.

The Sidebar

Format Tools Add-ons Help All changes saved in Drive

Normal text Roboto 11 B I U A

Why ... Publishing Has Become Essential to the Growth of Every Business

of the fundamental and important takeaways from Forbes's recent report is that shing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turn neither could many of the more than 360 marketing executives Forbes surveyed as part of search.

ect, 96 percent of them agreed that "the quality and structure of their marketing content is ntial to achieving their growth goals and increasingly defines the job of the CMO." Not only it's also noted by more than 70 percent that the "effectiveness of their marketing content tly impacts their ability to drive top-line growth with digital, social and mobile nologies supporting core branding, demand generation, and value-selling programs."

Acrolinx

78

CHECK

18 issues

Why ... Business

Title

Shorten this title? It is 11 words long.

MyDeMo, Inc. MyDemo, Inc. ✓

Preferred (Variant)

Domains

Branding

Note

Make sure that you use our new company name!

MORE INFORMATION

Acrolinx

78

CHECK

Findability

30 0

content

43 15 28

marketing

41 13 43

growth

34 8 77

marketing content

Align

The Automated Check

Page Scores

Update all pages

Update outdated pages

15 pages in total in this space.

Page

API, SDKs, and Samples

Architecture Diagrams

Automated Check

Score

56

80

73

90

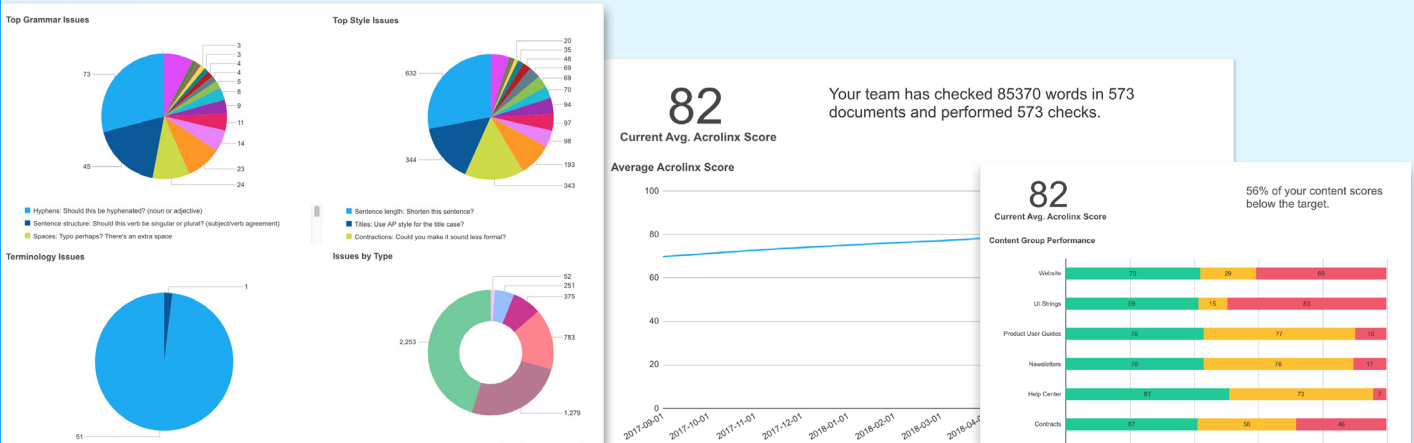
80

53

73

Show

Analyze





## Acrolinx and Product Development

Development teams are pretty busy people. More often than not, they're pumping out UI strings, API documentation, approval applications, warning labels and more. These documents need to be good to go, as fast as possible, without compromising their accuracy. With teams of creators with different language backgrounds, Acrolinx keeps clarity and consistency at scale.

So relax, make yourself another coffee! Acrolinx saves you time on editing both internal and external facing documents, so your contributors can focus on the details.



## Acrolinx and user documents

Customers need to know you care about them understanding your product. And that they don't need to be Einstein to know what to do. Satisfaction and engagement depends on clear and consistent user manuals, guides, etc. Help your users find solutions and feel successful with Acrolinx.

These critical documents often take the most time and effort, and if they're delayed, it affects your time-to-market. Guidance from Acrolinx is proven to streamline the content creation process from start to finish.



## Acrolinx and customer success and engagement

Hey customer success, we see you! We know you're working tirelessly to keep up with all those documents, emails, automated/live chats, and calls with a global audience.

Acrolinx lends a virtual hand to support precise content customization. It captures guidance for different regions, document types, and audiences, so all your supporting documents fit their purpose.

Now your FAQs, webinars, demos, and translations can remain clear, consistent, and engaging. That way, you can focus on customer satisfaction, not just the basics.

# Acrolinx: Support for Your Whole Team

Acrolinx aligns your content and strategy to help you and your teams deliver better content, faster.

It captures your strategy, guides your creators, and ensures your content is aligned with your goals.

Using Acrolinx motivates your customers to invest in your brand and stay longer, and helps you avoid costly communication slip-ups.

## Our Story

### Built on Science

Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts. We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience from start to finish.

## We serve the world's most recognizable brands

SOFTWARE

amazon

facebook

Google

IBM

Microsoft

salesforce

SAS

vmware

HEALTHCARE

Agilent Technologies

Dräger

GE Healthcare

illumina

Medtronic

PHILIPS

Roche

SIEMENS

AEROSPACE & DEFENSE

BAE SYSTEMS

BOEING

EMBRAER

LIEBHERR

mtu

RUAG

SAAB

UTC Aerospace Systems

HEAVY MACHINERY

CATERPILLAR

CLAAS

CNH INDUSTRIAL

JOHN DEERE

KOMATSU

MAN

SCANIA

VOLVO

ENGINEERING

MOTOR HARLEY-DAVIDSON  
REVIEWS

IR Ingersoll Rand

KOHLER

Nestlé

PACCAR

PEUGEOT

SIEMENS

VIESSMANN

HIGH TECH

CISCO

CITRIX

Hewlett Packard  
Enterprise

HITACHI

Lenovo

MOTOROLA

NXP

Qualcomm

FINANCIAL

Capital Group  
Companies

citi

Humana

MOODY'S

PayPal

TRANSAMERICA

usbank  
First Star Service Guaranteed

WELLS  
FARGO

acrolinx

[www.acrolinx.com](http://www.acrolinx.com)