

# Got Product? Get Acrolinx!

**Boost Your Productivity with  
Automated Workflows**

acrolinx



## A Simple Solution for Technical Content

No one likes it when a feature delivery gets delayed. Even less when it's because of an inconsistent button label or a spelling mistake in the title of a dialog. But in the push to ship new features and fix the occasional bug, handling errors in code and implementing feature requests, publishing great content tends to be the last thing on anyone's mind. What if the inconsistent button label was actually what caused your build to fail early? Can you imagine content quality as part of your build?

The many steps in content creation requires working with different, sometimes remote teams. In fast product releases, getting stuck in a feedback loop costs valuable time. Between different roles, first languages, and time zones, product content can sound inconsistent. All of a sudden, it's not clear to customers if installing a driver is about cars or computers!

Looking for the right words to help customers shouldn't feel like looking for a bug in an unknown project. What if content creation could keep up with your Continuous Delivery?

Luckily, Acrolinx is always awake and ready to support consistent use of language from UI to development, all the way to product documentation. With Acrolinx, you can easily scale product content creation, coordinate projects with remote teams, and turn inefficient process into progress.

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## Acrolinx: One Clear Voice

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 to fix bugs (almost) as fast as your customers find them.

A recent survey asked more than 850 developers about the biggest challenges for successful software projects. 59% said their greatest challenge was staying up-to-date with new languages, frameworks, and tools. Acrolinx lets you manage which words and phrases make it to your product content, and highlights those to avoid. Update your product terminology at any time, and writers will receive instant, updated guidance through the Sidebar.

Acrolinx helps you improve your processes across the product development and documentation workflow:



Product Requirements



Product Architecture



UI Strings



Service Guides



User Manuals



Operating Instructions



Maintenance Manuals

Acrolinx solves challenges such as:

- Rapid release cycles that don't allow time for review.
- Failing to use language with native-level fluency.
- Using consistent language and terminology in product UI or documentation.
- Producing accurate product documentation on time.
- Translating and localization of UI strings accurately.
- Communicating issues with no smooth process for reviewing and updating strings.
- Working with remote teams and communication challenges in working together.

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## 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 as your target audience expands.

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Capture

### Configure Guidelines

Writing Guide: en - Legal

en - Legal  
en - Marketing  
en - Product Content

Filter by guideline:   Grammar and style  Grammar  Style

Configure Guidelines That Have Special Settings

Guideline	Param
Sentence length: Shorten this list item?	STLLE
Sentence length: Shorten this sentence?	STLLE
Sentence length: Shorten this title?	STLLE

Configure Your Guidelines

Guideline	Enabled	Disabled	Contextual
Adjectives: Careful, this word is irregular	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles: Perhaps use "the" more consistently?	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalization: Shouldn't this word start with a capital letter? (beginning of sentence)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Disabled in LIST, TABU
Hyphens: Should this be hyphenated? (noun or adjective)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyphens: These words are normally hyphenated	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Configure Tone of Voice Settings

English

Audience types:

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.

conversational (with informal words) You want your content to be conversational, without formal words. We'll highlight paragraphs which sound formal or which are not particularly engaging.

Align

en-US-localization.json
`1 {
2 "sidebar": {
3 "about": {
4 "button": {
5 "openLogFile": "Open Log File"
6 },
7 "label": {
8 "browserInformation": "Browser Information",
9 "logFileLocation": "Log File Location",
10 "sidebarAddress": "Sidebar Address",
11 "sidebarCorsOrigin": "CORS Origin",
12 "sidebarVersion": "Sidebar",
13 "webSdkVersion": "Web SDK"
14 },
15 "title": {
16 "about": "About",
17 "logFile": "Log File"
18 }
19 }
20 }
21 }`

Acrolinx

86

CHECK

46 issues

SDK  
Will your readers know what these acronyms mean?

You used SDK once.

You used SEO once.

Findability

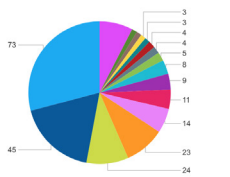
30

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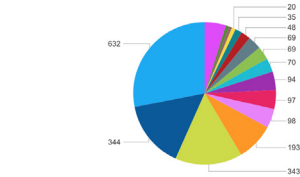
52	51	39
51	45	67
51	45	67
43	26	68

Analyze

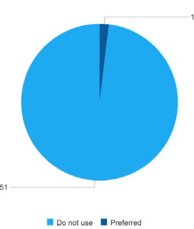
### Top Grammar Issues



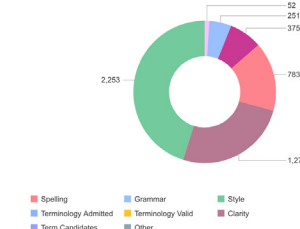
### Top Style Issues



### Terminology Issues



### Issues by Type



82

Current Avg. Acrolinx Score

Your team has checked 85370 words in 573 documents and performed 573 checks.

Average Acrolinx Score

82

Current Avg. Acrolinx Score

56% of your content scores below the target.

Content Group Performance

Website	70	29	61
UI Strings	58	15	83
Product User Guides	76	77	78
Newsletters	50	16	77
Help Center	81	73	77
Contracts	77	50	60



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## Automation through Acrolinx

The Automatic Check integrates into different stages of your content process and lets you automate scans throughout the content lifecycle. It acts as a quality gate, checking that content meets your objectives at every stage of the process. You can then see how well your content scores in the Scorecard or dive deeper into your content's strengths and weaknesses with the Acrolinx Analytics dashboard.

## How does it work?

Get a jump-start and use the Acrolinx **Command Line Interface (CLI)** – a standalone client that runs on Linux, Windows, or Mac. Standard commands help you configure your Acrolinx URL, check settings, and input file locations. Use the CLI interactively from a command line or write a few lines of code to run Acrolinx automated checks in your document management workflow.

Are you a savvy developer? Use your favorite coding language and plug the **Acrolinx Platform API** directly into your content workflow. With the JSON-RPC-based API, build a deeper, more seamless integration in your tool landscape. You'll need to write some code around fetching content and submitting checks to the Acrolinx Platform API. But we've got code samples and SDKs to help you get started!

When Acrolinx scans your content, you see the Acrolinx Scores directly in your content inventory. No matter if you've checked an individual piece of content or larger groups of content, Acrolinx gives you immediate feedback and the Acrolinx Analytics Dashboard provides an overview of content across all your projects. You can use these results to help your team make decisions about your content at the different stages towards publication. From there, you could choose to implement a quality gate to pick up on low-scoring content or even block low-scoring content from being published.

```
const res = await fetch(platform.url + "/api/v1/checking/check")
{
  method: "post",
  body: { "content": "One of the fundamental and impo
  headers: {
    "Content-Type": "application/json",
    "X-Acrolinx-Auth": platform.accessToken,
    "X-Acrolinx-Client": "GitHub"
  }
};
```

nt Tools Look and Feel Integrations Add-ons Activity Scroll Add-ons

SCROLL ACROLINX CONNECTOR

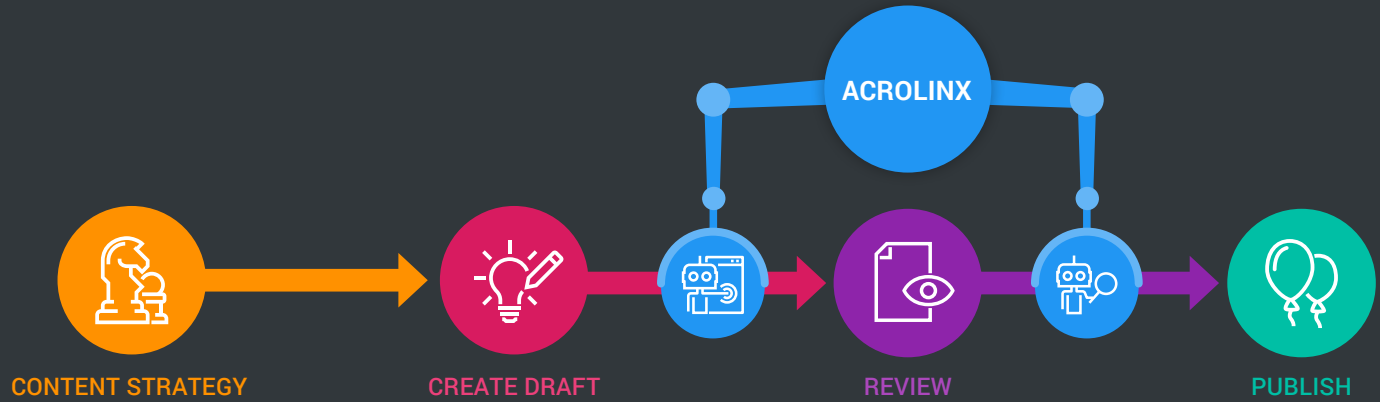
### Page Scores

Update all pages Update outdated pages

15 pages in total in this space.

Page	Score	Show
API, SDKs, and Samples	56	Show
Architecture Diagrams	80	Show
Automated Check	73	Show
Custom Integrations	90	Show
Example Integrations	53	Show
Getting Started with the API	100	Show
Getting Started with the CLI	87	Show
Glossary	73	Show
How Acrolinx Reads Content	89	Show
Sidebar	100	Show
Steps for Building an Integration	67	Show
Supported File Input Types	79	Show
Terminology Exchange	64	Show
Use Cases	62	Show
What's Your Use Case?	67	Show

Automate processes for different teams and workflows by embedding Acrolinx wherever you and your team create content.



Acrolinx offers tangible benefits for you and your teams including:

- Objective feedback for all your writers, whether or not they consider themselves writers!
- Acrolinx Scores give a target indicator for release-ready content.
- More time to your developers so they can focus on their code.
- Automatically measures release-readiness of your content.

## We Serve the World's Greatest Brands

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HEALTHCARE								
AEROSPACE & DEFENSE								
HEAVY MACHINERY								
ENGINEERING								
HIGH TECH								
FINANCIAL								

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