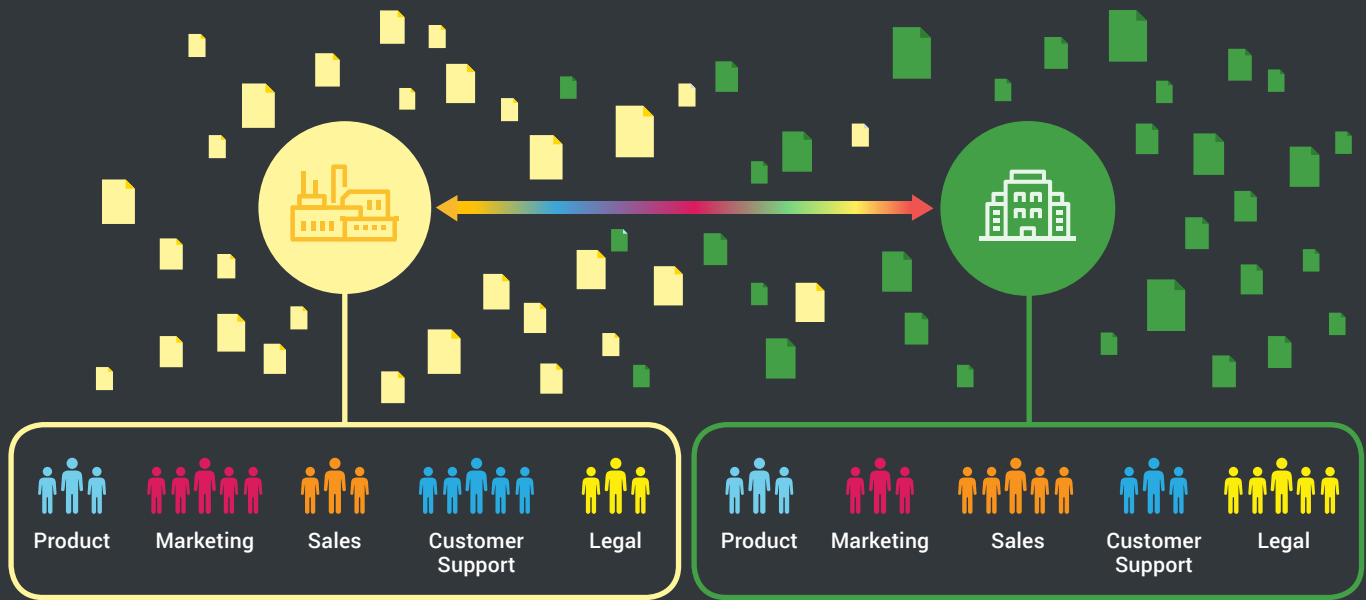




Mergers & Acquisitions

Content That Brings You Together

acrolinx



Better Together

A merger or acquisition requires some major changes, and it's normal to expect an initial period of chaos. One of the most important elements of change, is your content. It needs to undergo radical transformation to represent your new enterprise. In this case, it's challenging to merge two different brand voices and transform legacy content to promote your new enterprise and communicate to your customer base. Sadly, poor governance is one of the key reasons that cause mergers and acquisitions to fail.

To maintain customer confidence and loyalty, your future content needs to maintain a consistent style, tone and terminology. Wouldn't it be great if there was a way to automate large-scale changes to your content and keep it aligned to your expectations as your enterprise evolves.

Content is the Glue

Your content is what shapes and solidifies your new identity post merger or acquisition. It's the only thing that connects you to new prospects and maintains existing customers' confidence. In short, it's the glue that adheres two companies to one common goal.

Acrolinx streamlines your content creation process and makes it easy to produce personalized content that's aligned with your new brand. Transform content chaos into the very glue that keeps your teams together!

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. Bring your teams together so all future content speaks with one voice!

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.

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	<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_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 publishing is essential for business growth. We at MyDeMo, Inc. couldn't agree more. As it turns out, neither could many of the more than 360 marketing executives Forbes surveyed as part of our research.

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

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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

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CHECK

Findability

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

Top Grammar Issues

73

45

23

24

11

14

9

5

4

3

3

Top Style Issues

632

344

193

343

38

94

97

88

20

35

48

69

70

Terminology Issues

51

1

Issues by Type

52

251

375

783

1,279

2,253

82

Current Avg. Acrolinx Score

56%

56% of your content scores below the target.

82

Current Avg. Acrolinx Score

Content Group Performance

Content Group	Score	Target	Score
Website	75	75	65
UI Strings	75	75	83
Product User Guides	75	75	77
Newsletters	75	75	71
Help Center	75	75	71
Contracts	75	75	71

Automate to Celebrate

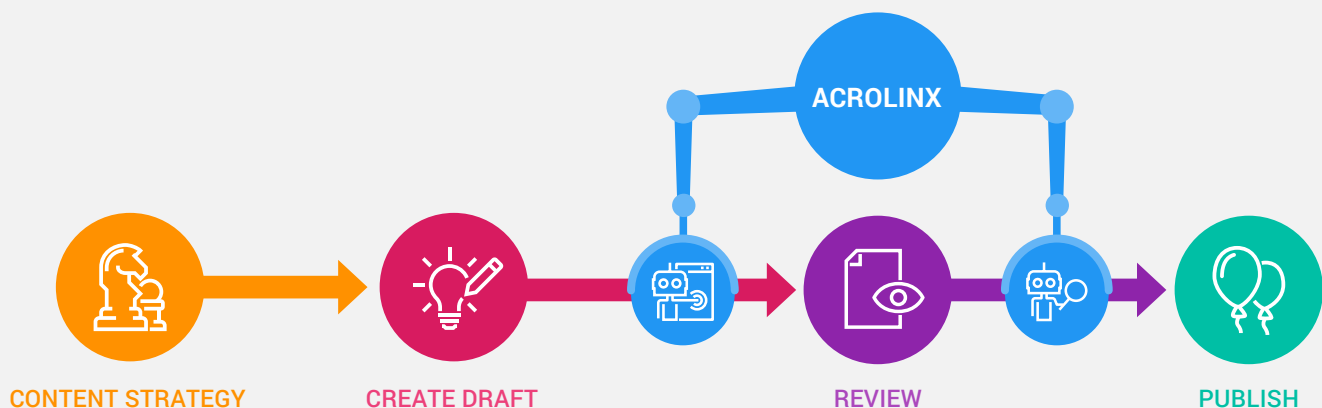
Mergers and acquisitions are stressful! By the time the transition phase is over, everyone is too exhausted to celebrate the success of the M&A. Despite extensive planning, time and resources are stretched. Key players are occupied with big decisions, which can cause them to neglect more immediate issues.

Automation allows managers to tackle their priorities, without having to micromanage content creation.

There are several options to use the Automated Check in your processes. Examples of automated integrations include:

- Batch checking several documents at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- In a Content Management System (CMS) before you publish or translate
- Automated checks at every step (save, import, publish)
- Automated website checking at regular intervals

You can use the Acrolinx Platform API or the Command Line Interface (CLI) to integrate the Automated Check into different stages of your workflow. You decide how often it automatically scans throughout the content lifecycle. It acts as a quality gate, checking how well content aligns with your strategy at every stage. You can then see how well your content scores in the Scorecard or explore your content's strengths and weaknesses with the Acrolinx Analytics dashboards.



5 Reasons Why Your Merger (or Acquisition) Needs Acrolinx



New Brand Implementation

Transform legacy content and align future content to your new brand strategy with just a few clicks.



Significant Cost & Time Savings

Produce better content right from the first draft to reduce costs associated with lengthy review cycles. Everyone is held to the same standards that you customized to fit your objectives.



Accurate & Consistent Terminology

Instantly update your terminology so all your teams talk about your products or services the same way.



Enterprise-wide Alignment

Define the tone of voice, style, and clarity of your content, so your internal teams and customers go through the transition phase without confusion.



Compliance & Governance

Guide your content creators to use compliant language. From product documentation, to marketing content and legal contracts, make sure every piece of content is readable and legally sound.

From Mess to Success

Content That Brings You Together

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Acrolinx helps organizations going through mergers and acquisitions stay organized and reach their goals with less content stress. Get more out of your M&A by defining your new brand strategy, giving writers across all teams and locations the tools to use the correct style, tone, and terminology.

Using the power of insight, efficiency, and automation, Acrolinx provides an effective solution for introducing your new brand identity to the world.

Keep every piece of content on brand, and instantly implement changes to your guidelines as your enterprise expands.

We Serve the World's Greatest 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

HARLEY-DAVIDSON
MOTORCYCLES

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
Five Star Service Guaranteed

WELLS
FARGO

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