



Is Your Content Evolving?

Stay Ahead of Digital Transformation with Acrolinx

acrolinx

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Let's Get Digital!

Digitalization plays a central role in tackling many of the challenges we face today and digital technology is rapidly evolving business models and market requirements. It used to take Fortune 500 companies an average of twenty years to reach a billion-dollar valuation, but today's digital start-ups are getting there in four. It's obvious that digital transformation is redefining business processes, culture, and customer experiences in every industry across the globe.

And content is at the heart of communicating and documenting those changes. That's why you need content that communicates your digital strategy and keeps everyone aligned with your goals. That's where Acrolinx comes in.

Acrolinx takes your digital transformation guidelines to help you digitize analog content and easily refresh large repositories of outdated content. It gets rid of content chaos by aligning your content to your digital strategy and eliminating inefficiencies.

Our platform supports your enterprise towards greater digital maturity by helping you implement your digital content strategy, while giving you total oversight and control over your content. Acrolinx gets content chaos back in control by aligning your content to your digital strategy. By providing automation, it speeds up your content workflow so you can keep up with the evolution of digital content.

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.

As of 2019, nearly all digital transformation initiatives use AI services. While we're growing accustomed to smart technology in our pockets and homes, why shouldn't your enterprise adopt AI and automation to maximize your efficiency and revenues?



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How Acrolinx Helps the World's Greatest Brands with Digital Transformation

1 Create a digital ecosystem. Sometimes, organizations combine and integrate offerings from several businesses to provide value not achievable by a single company. In the exchange of data and product specifications spread across different platforms, it can be easy to lose a common tone of voice and style. There are a lot of different content types by many different writers, and suddenly, your brochure content doesn't match your product on your website.

Acrolinx helps by: Unifying different teams with one clear voice and keeping writers aligned to the specific guidelines defined for their team or content type. Make sure it's clear who's offering what, and avoid making customers search to find the value of your collaboration.

2 Facilitate hybrid customer interactions. In the near future, over 50% of customers will interact with AI as part of their customer journey. A mix of human and digital can highlight where your technology sounds non-native, or worse, not even human.

Acrolinx helps by: Giving your writers immediate feedback as they create content to increase their fluency. Also saves you valuable time editing your bot dialogs and chat assistant scripts that could sound robotic.

3 Individualization. Customers want individually tailored or self-designed products and content that meet their needs and provide a personal service.

Acrolinx helps by: Allowing you to create subsets of guidance for different target audiences and content types, so you can speak with the same tone of voice as your audience. You can adjust the clarity, sentence length, and formality of your content depending on who you're speaking to.

4 Multi and omni-channel management. A recent study revealed that a majority of customers engage in new digital channels for sales and customer service. Companies struggle with providing an omni-channel strategy that aims at a unified customer experience across all channels.

Acrolinx helps by: Aligning every piece of content to your strategy and ensuring your message sounds consistent throughout the entire customer journey. Build customer confidence with our Findability feature and make sure your product information is easily discovered across any and all your channels.

5 Smart services. Digital services are more and more entwined with products to add value. By enriching physical products or product-service bundles, you need content that covers a higher number of product variants and their accompanying technology.

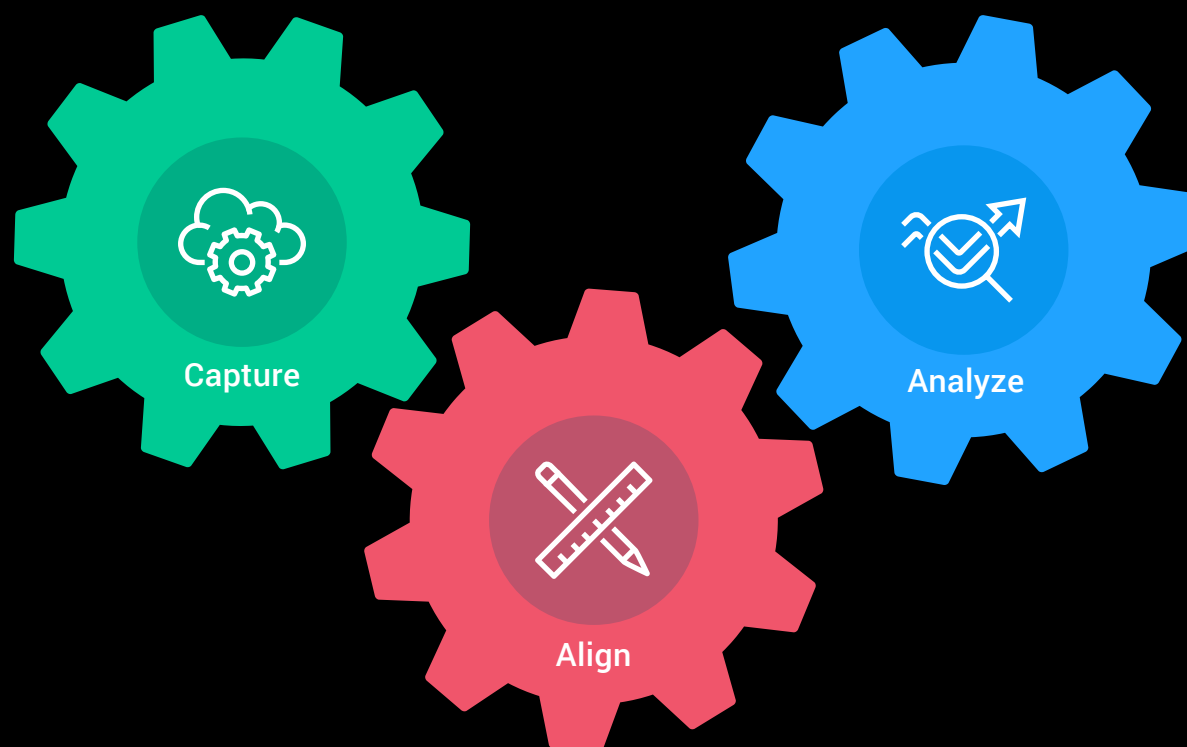
Acrolinx helps by: Tracking content and determining how well different content types align with your expectations. With Analytics insights, you can see how well your digital content complements your physical product.

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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 your brand strategy and create subsets of guidance for different 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 focus more on personal 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 analysis, quality, and improvement metrics. You can improve your guidelines and adjust them based on performance and feedback.

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	<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

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.

In 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."

Acrolinx sidebar showing 18 issues and a Findability score of 30.

Align

The Automated Check

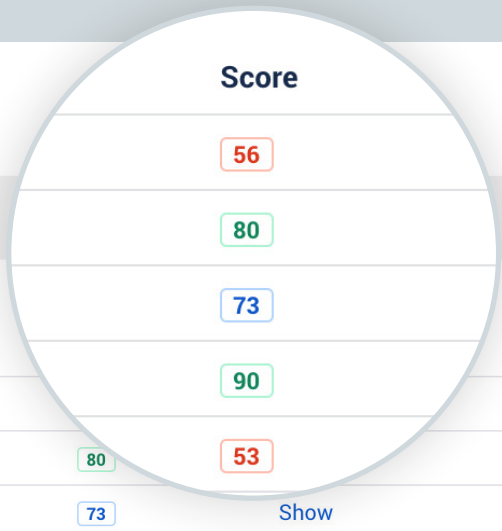
Page Scores

Update all pages Update outdated pages

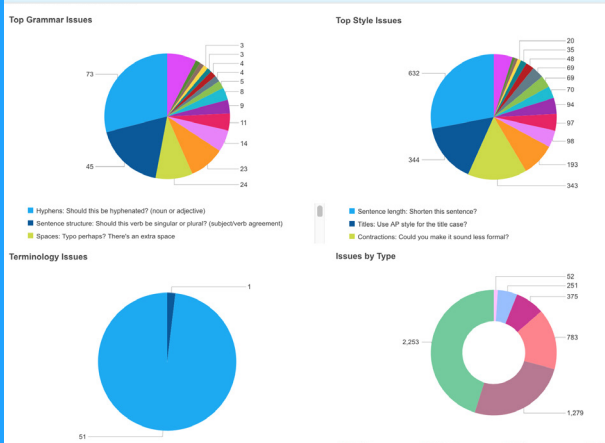
15 pages in total in this space.

Page

- API, SDKs, and Samples
- Architecture Diagrams
- Automated Check

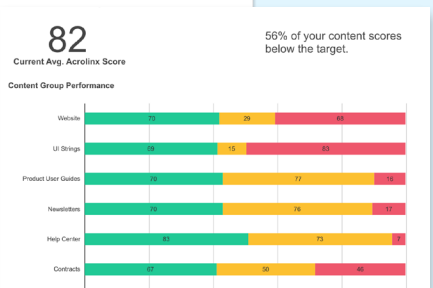
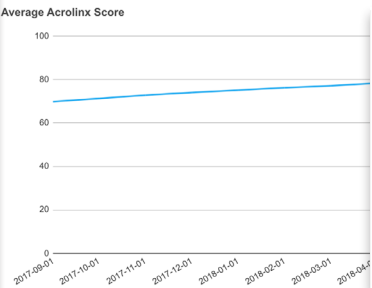


Analyze



82 Current Avg. Acrolinx Score

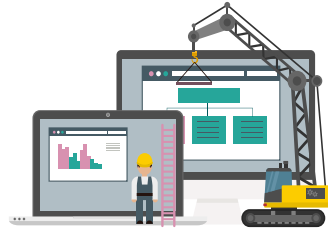
Your team has checked 85370 words in 573 documents and performed 573 checks.



Succeed in Digital Transformation Across Every Industry

Acrolinx provides the transparency and control needed to collaborate and share knowledge across departmental silos, no matter the location or time zone your teams work from. Within every industry, our platform helps your teams collaborate on content, break down inefficient silos and deliver better content, faster.

1 MANUFACTURING



How can you make manufacturing processes more productive, flexible, and modular? Maybe you've tried connecting your machines to a software or app where employees can check the status of their assignments and machines from their mobile. But digital transformation is more than one off mobile applications. It's a process where content becomes a vital part of your product or service, not just a handy addition.

Acrolinx helps manufacturing companies drive digital content forward with increased efficiency and significant cost reduction.

It relieves the burden on other departments to clarify production requirements for parts, by making sure everyone is using the same style, tone and terminology.

By employing Active Content Governance, your teams have complete visibility into all aspects of the content creation lifecycle.

2 FINANCIAL SERVICES



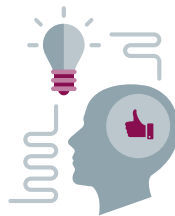
Is your content creation and delivery as quick as opening a bank account from your mobile? It's now possible to open an account or apply for a loan in less than 10 minutes. Financial services institutions do this by automating standard, recurring steps. Why not do the same with your content?

What's more, banks are integrating different kinds of content. Online calculators and mortgage applications are now embedded into the process of opening an account. When you've got more digital content and offerings than ever, customers need clear explanations that help guide them through their digital experience.

Acrolinx helps you cut costs and enhance customer satisfaction with content that's clear, readable, and tailored to the tone of voice of your target audience.

With Acrolinx, you can easily manage different audience and content types and keep things consistent and engaging across different channels.

3 SOFTWARE AND HIGH TECH



Tech companies are twice as likely to class themselves as digital-first when compared to companies in other industries. But that doesn't mean they don't need help with their content.

Inconsistencies in terminology and non-native sounding technical documentation is common when development teams are pushed to meet fast release cycles and finish new features.

Acrolinx helps you iron out inefficient content creation and makes sure users can find and understand their way through your product.

4 PHARMACEUTICALS



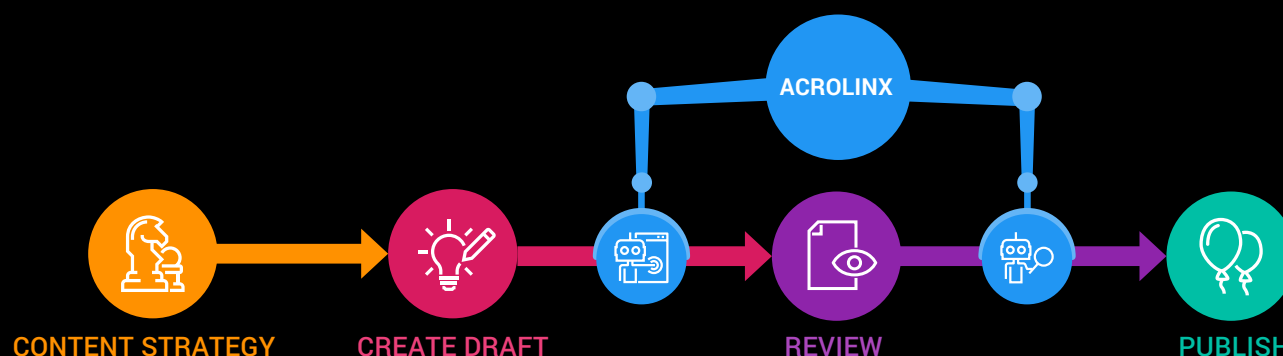
According to recent industry research, almost 40% of pharma companies are unsure about how to align digital strategy with their customers' journey.

Acrolinx keeps your content clear, compliant and consistent. It makes sure that physicians, patients and caregivers receive content that speaks like they do, with terminology and information they can understand.

Automation Supports Digital Transformation with Added Efficiency

It takes a lot of energy to manage the digitization of old content and stay ahead of the game with new digital content. For higher output and increased productivity, Acrolinx offers Automated Checks with the Acrolinx Platform API. For example, if your organization uses a CMS, you simply choose where you'd like automatic scans in the content lifecycle, and Acrolinx does the rest.

The Automated 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.



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

- 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
- Automated checking of content in GitHub on pull requests or push events
- 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

Digital transformation requires faster and more effective content creation, and content that's tailored to customer needs. Acrolinx helps your enterprise provide a consistent digital experience to prospects and customers through all departments, channels and content types by eliminating inefficient manual processes with automation.

Through alignment and data-driven analysis, Acrolinx helps your teams across departments and geographies to create better content, faster.

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www.acrolinx.com