How Acrolinx Helps Arm Holdings Create Better Content, Faster
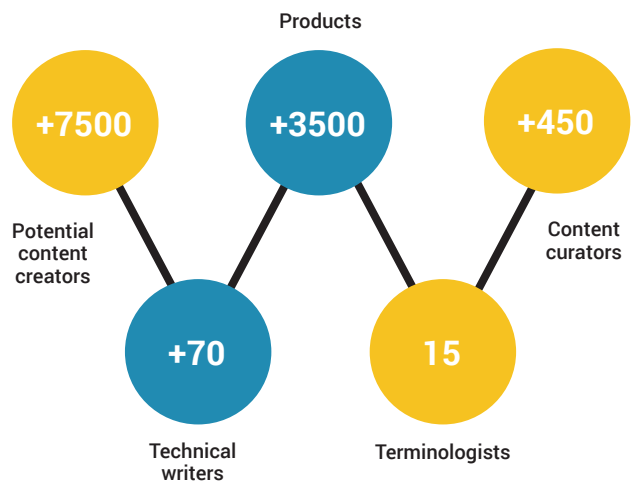
Company Profile

Industry: Semiconductors
Location: Cambridge, England, UK

Arm Holdings is a British multinational semiconductor and software design company, owned by SoftBank Group and its Vision Fund, with 44 office locations across 20 countries. Arm employs more than 6000 employees from 61 nationalities.

Arm defines the pervasive computing that's shaping today's connected world. 70% of the world uses Arm technology. Realized in 125+ billion silicon chips, their devices orchestrate the performance of the technology that's transforming our lives

Key Challenges Before Acrolinx

- Arm's technical style guides were outdated
- Very different types of content
- Content authored in many environments led to inconsistencies
- Documentation was kept in too many places and hard to maintain
- The tone was formal and sentences were long and complex
- Content was difficult to understand for non-native English speakers
- Content not optimized for SEO

Case Background

Arm's old content journey relied on manual processes, from developing engineering specifications all the way to publication of new content. Some of their biggest challenges were achieving clear and consistent content across different teams using different authoring environments.

Products

+7500
Potential content creators

+3500

+450
Content curators

+70
Technical writers

15
Terminologists

Without the ability to scale its content creation, Arm was limited to producing classical technical manuals, some 6000 pages long. With such complex information, Arm knew it needed to update its guidelines for how to present code in content, write clearer instructions, and optimize content for SEO. Arm needed a way to govern content across a wide range of authoring tools such as **DITA, CMS, Adobe, FrameMaker, Annotate, JIRA, Confluence and Microsoft Word.**

Key Value Points

"Arm works better in relationship to Acrolinx" - Melissa Good, Editor at Arm.
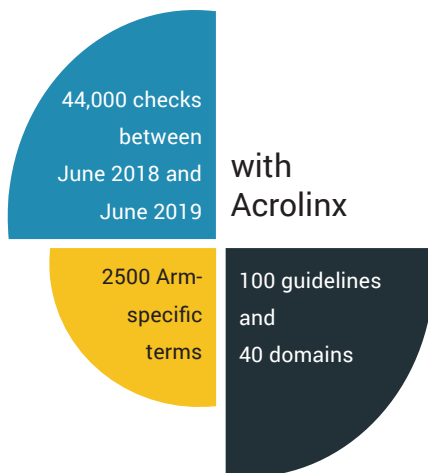
Better Content...

→ Content is written in the Arm technical content voice

→ Consistent terminology, style, and tone

→ Specific guidelines for different content types

→ Clear, readable content

Faster.

→ Up-to date style guidelines across the entire enterprise

→ Improved customer self-service

→ Content creation has scaled to include more content types

The Solution

Arm has been using Acrolinx since 2015. Arm likes the fact that everyone is a potential content creator. They wanted to keep the spirit of innovation and collaboration, without descending into content chaos.

44,000 checks between June 2018 and June 2019

with Acrolinx

2500 Arm-specific terms

100 guidelines and 40 domains

In the process of adopting Acrolinx, Arm refreshed its outdated style guide to include specific guidance for different content types. For example, a lot of Arm's technical content includes code and previously, there was no guidance on how to present code in manuals. Now, Acrolinx guides writers to publish content that is less formal in tone, accessible, SEO optimized and suitable for global audiences.

Melissa Good, Editor at Arm, describes the new Arm technical content voice as "a trusted colleague who understands what you need to know and can explain it in clear terms." Acrolinx keeps every single piece of content Arm creates aligned with this tone of voice, no matter who writes it or where it's written.

Arm is moving away from publishing classical technical content and reference manuals. Now, they have content coming from all different teams working mainly with DITA, Markdown, JSON, and MS Word. Content is first auto-generated from engineering teams, then, content is manually processed into DITA XML. The editorial process has sped up by using Acrolinx, before content is uploaded to the website.

Content creators now publish: Blog posts, App notes, Knowledge-based articles, Integration manuals, Learning and educational content, Tutorials and How to guides.

Melissa Good says "Acrolinx has been helpful in making the services teams and support engineers aware of how to improve their content."

Where to from here?

Arm is continually working on standardizing its content creation workflows. To boost the consistency of content and Analytics results, Arm is in the process of automating more steps in their content workflow. In the future, Arm will use Automated Check to write better content, even faster. Content will be checked automatically with Acrolinx to make sure it meets the expected score. Then output will be automatically generated in HTML + PDF format and uploaded directly to the Arm website.

acrolinx

Better Content. Faster.