

Acrolinx

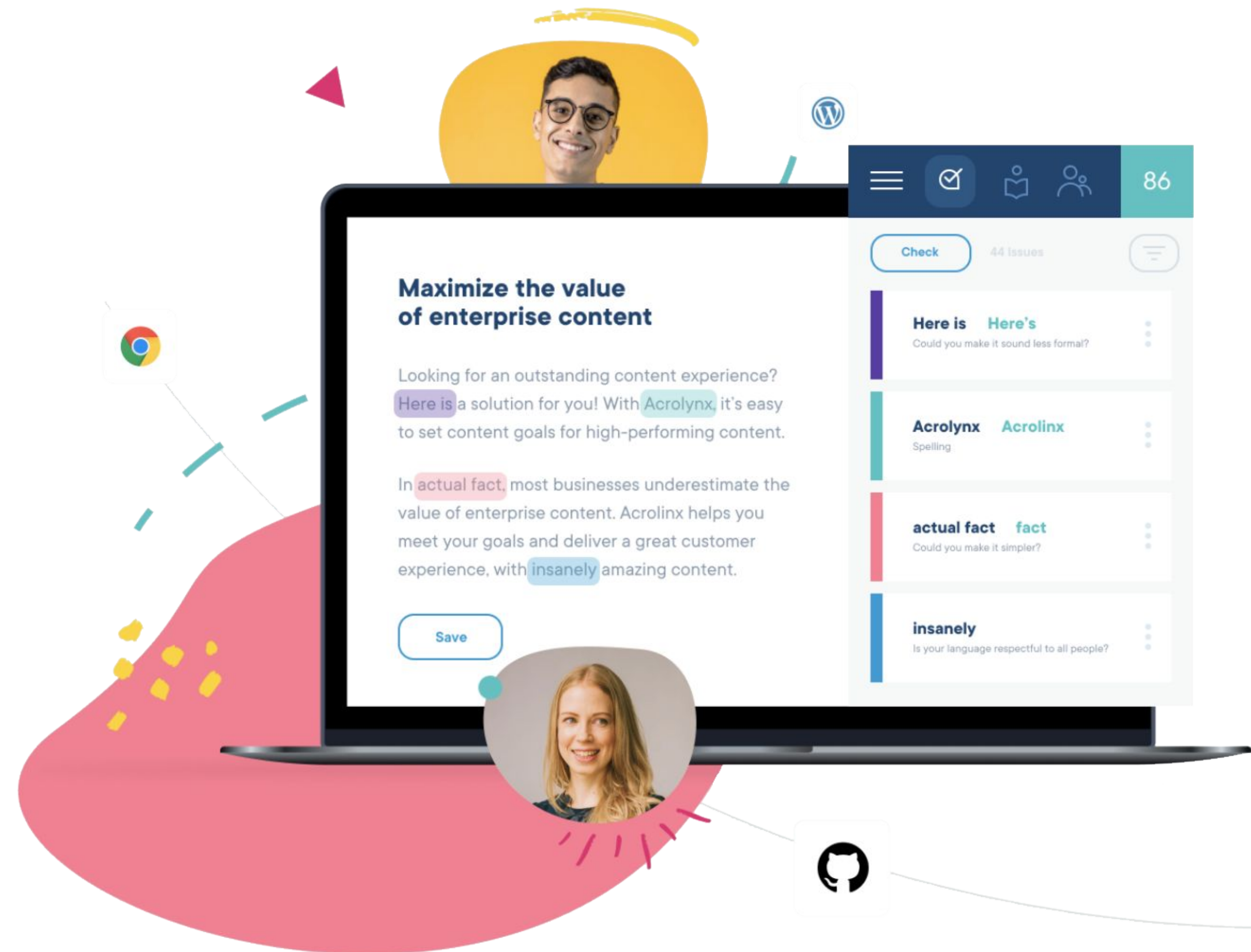
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KONVENS 2022

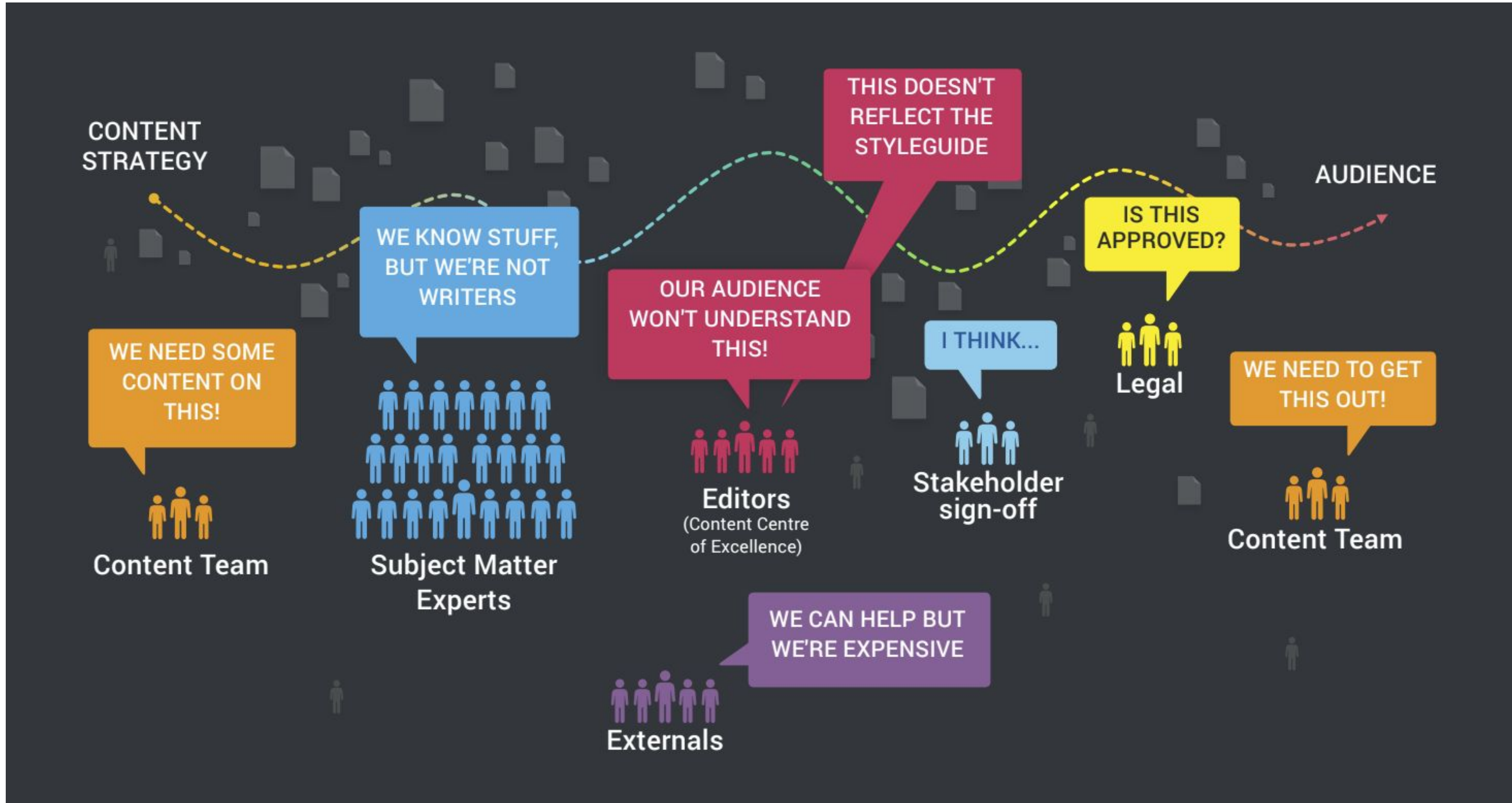


Meet Acrolinx

Acrolinx is AI-powered software that improves the quality and effectiveness of enterprise content.



Content Chaos



How Acrolinx Improves Content

Acrolinx captures a company's writing guidelines and makes sure its content aligns with them.

Customer experience content is aligned with guidelines for:



Quality

Correct Language
Consistency



Brand

Tone of Voice
Brand Terms



Compliance

Inclusive Language
Legal Terms

Customized Guidance

- Acrolinx provides writing guidance for many different aspects of written language
- companies define and customize this guidance to capture their writing guidelines

← en - Product Content

British English (language en) English product content

Goals

Clarity ?

Consistency ?

Correctness ?

UK English: Should match the language variant of your Target.

Spelling

Is a space or a hyphen missing between the numeral and the word?

Is this a word?

Is this word spelled correctly? UK ▼

Spelling Exceptions

Do you want to exclude CamelCase from spelling?

Do you want to exclude plural acronyms from spelling?

Do you want to exclude two-letter words from spelling?

Word Confusion

Sidebar

- integrates into authoring environments
- checks written content according to defined guidance
- helps writers to align content with company's writing guidelines

The screenshot displays a document editor interface for the University of Potsdam. The main document content is as follows:

The University of Potsdam is a public university in Potsdam, capital of the state of Brandenburg, Germany. It is mainly situated across three campuses in the city. Some faculty buildings are part of the New Palace of Sanssouci which is known for its UNESCO World Heritage status.

The University of Potsdam is Brandenburg's largest university and the fourth largest in the Berlin-Brandenburg metropolitan area. More than 8,000 people are working in scholarship and science.

In 2009 the University of Potsdam became a winner in the "Excellence in Teaching" initiative of the Stifterverband für die Deutsche Wissenschaft (Business innovation agency for the German science system).

The University of Potsdam was formed in 1991 by the amalgamation of the Karl Liebknecht College of Education and the Brandenburg State College, as well as several other smaller institutions. As the university in large part emerged from the College of Education, emphasis today is still placed on teacher training.

Some parts of the university are located in historical buildings that have been named as World Heritage Sites by UNESCO. The university library and the Institute of History can be found in a part of the commons in the park of Sanssouci, at the New Palace, as can the Institute of Mathematics in the former stables.

The other campuses, Babelsberg and Golm, are also of historical interest. The oldest buildings of the Golm campus were built in the 1930s to house the Luftwaffe's intelligence department. After World War II the College of Law of the East German Ministry for State Security moved in.

The current Faculty of Law is located in Babelsberg/Griebnitzsee in the former presidial and administrative buildings of the German Red Cross (1939/40). Other lecture halls and buildings were built in the 1950s directly behind the Schloss Babelsberg for the Academy of Justice and the East German state.

The Acrolinx sidebar on the right provides the following information:

- Document title: University of Potsdam
- File Edit View Insert Format Tools Extensions Help
- Last edit was 2 minutes ago
- Acrolinx score: 80
- Word count: 306 words and 10 issues
- Issue 1: "It is" vs "It's" - Suggestion: "Could you use contractions to make it less formal?"
- Issue 2: "Sanssouci which" vs "Sanssouci, which" vs "Sanssouci that" - Suggestion: "Could you add a comma before 'which'?"
- Issue 3: "innovation development" - Suggestion: "Overused expressions"
- Issue 4: "The ... institutions" - Suggestion: "Too complex? Your readers need an average level of clarity."
- Issue 5: "Some ... stables" - Suggestion: "Is this paragraph too formal? Try to make this paragraph sound more like you're talking."
- Issue 6: "The ... stables" - Suggestion: "Could you shorten this sentence?"

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Acrolinx Platform



Sidebar Integrations

for 35+ editing environments



Private Cloud Solution

fully managed hosted Acrolinx Platform



Analytics

company-wide insights into content quality and impact

Supported Languages

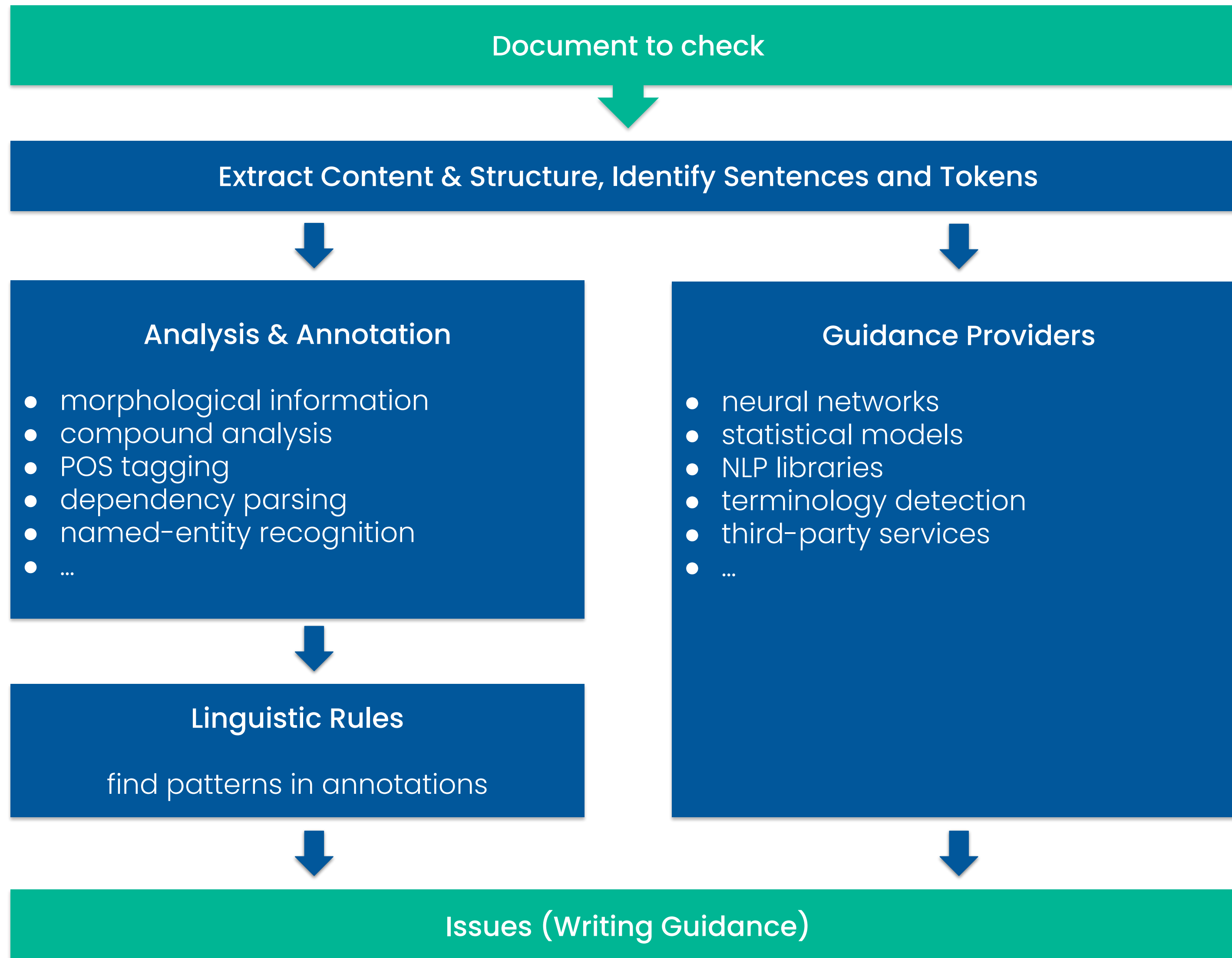
Full Support

English
German
French
Swedish
Japanese
Chinese

Basic Support

Spanish
Portuguese
Czech

NLP Processing Pipeline



Guidance examples

Emotion Guidance

suggests using positive synonyms

word lists, word embeddings, language models

Inclusive Language Guidance

for respectful, gender-neutral, people-first language

word lists, rules, transformer-based neural network

Personal Information Detection

detects potentially sensitive data

regular expressions

Grammatical Error Correction

finds and corrects grammar issues

transformer-based neural network

Sentence Similarity Detection

aligns content to approved messages

sentence embedding

Scannability Rules

finds hard-to-read blobs of text

document layout analysis

SEO Guidance

ensures findability via keyword metrics

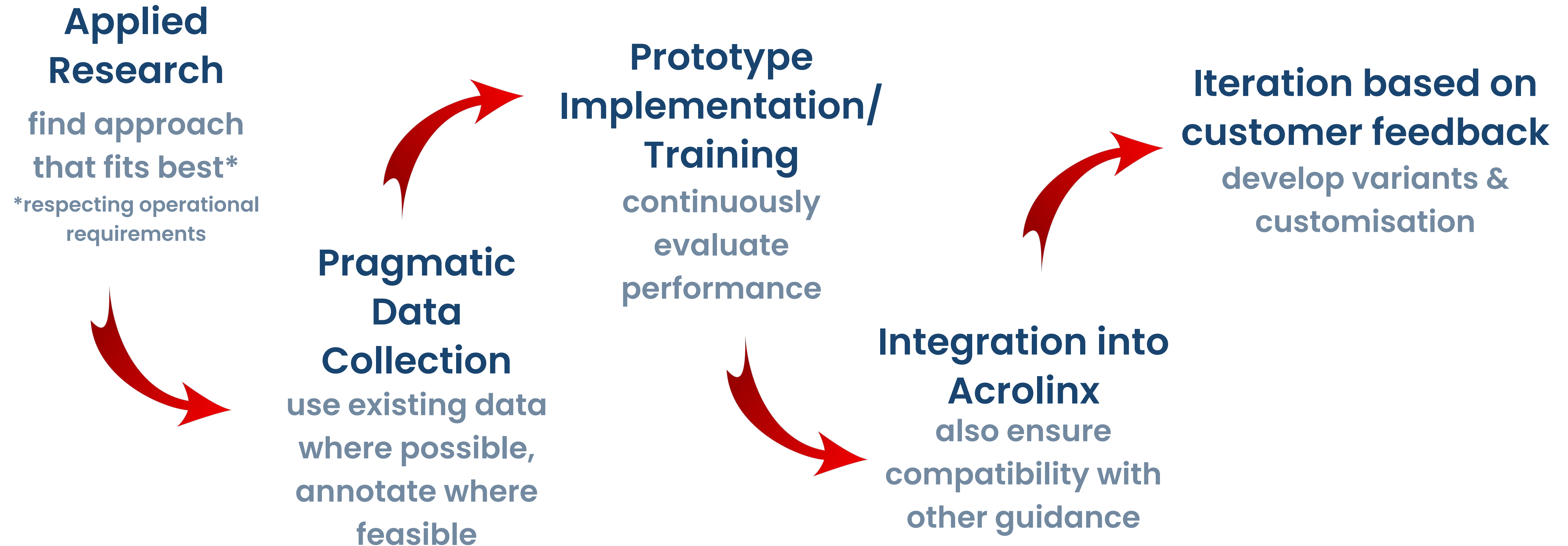
third-party provider

Sentence Splitting Rules

help to shorten long sentences

dependency parser, rules

Guidance Development Workflow



Who we are



founded in 2002 as spin-off from
German Research Center for Artificial Intelligence (DFKI)



headquarters in Berlin, offices in USA and Japan



remote-friendly company, people working from everywhere



150+ people... and growing

Thank you!

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