acrolinx
Better Content. Faster.

Acrolinx

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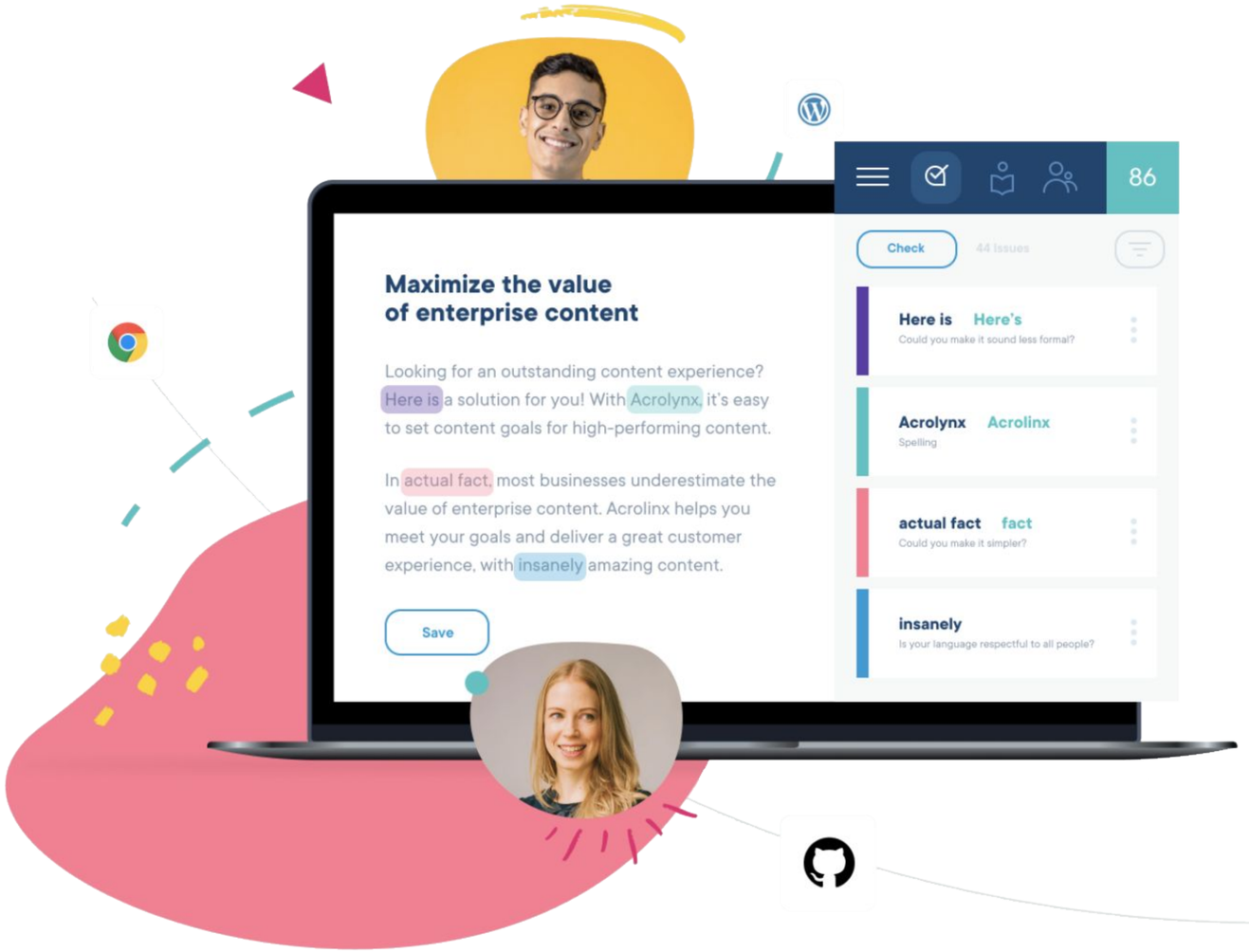
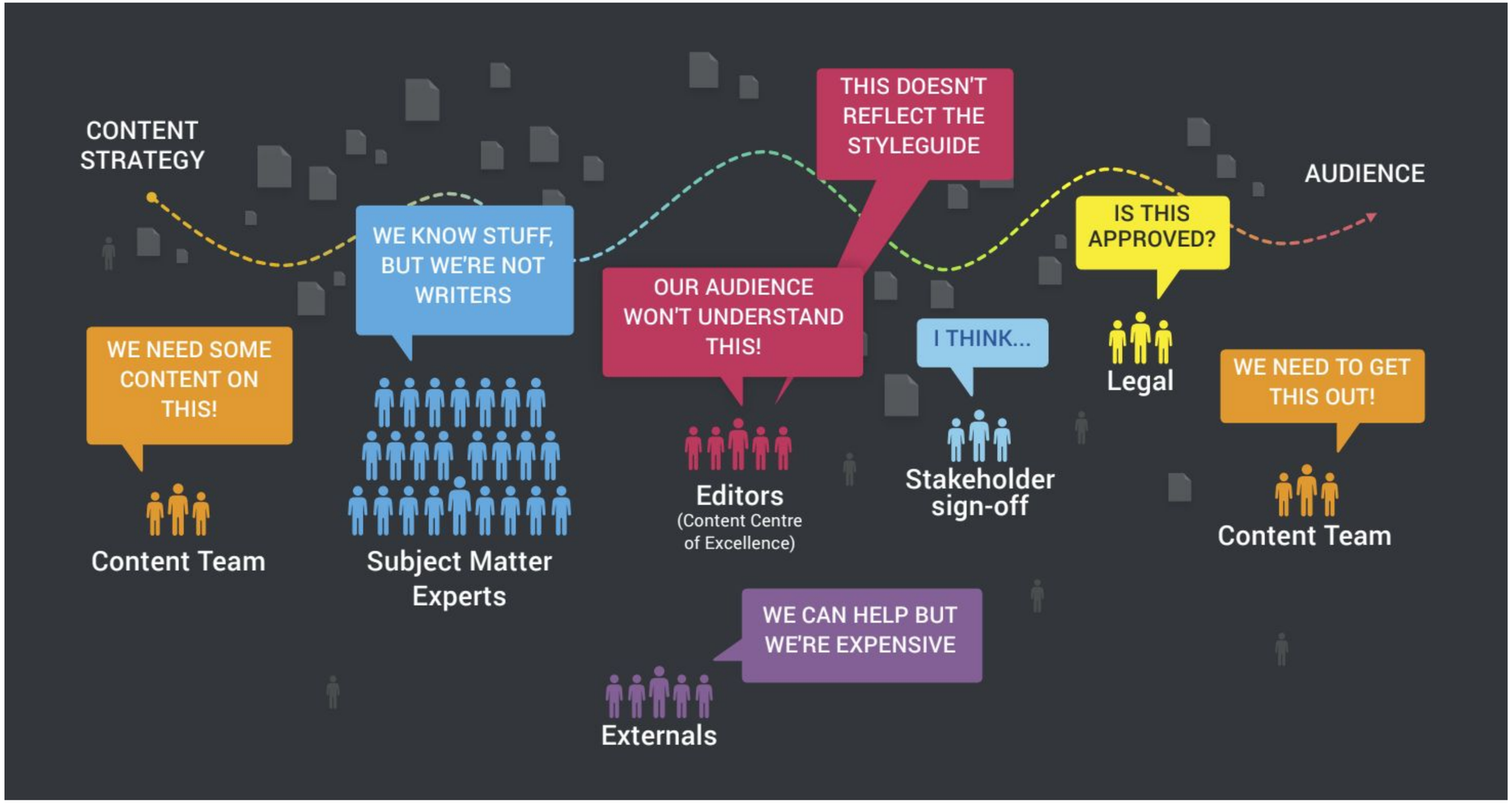
KONVENS 2022

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

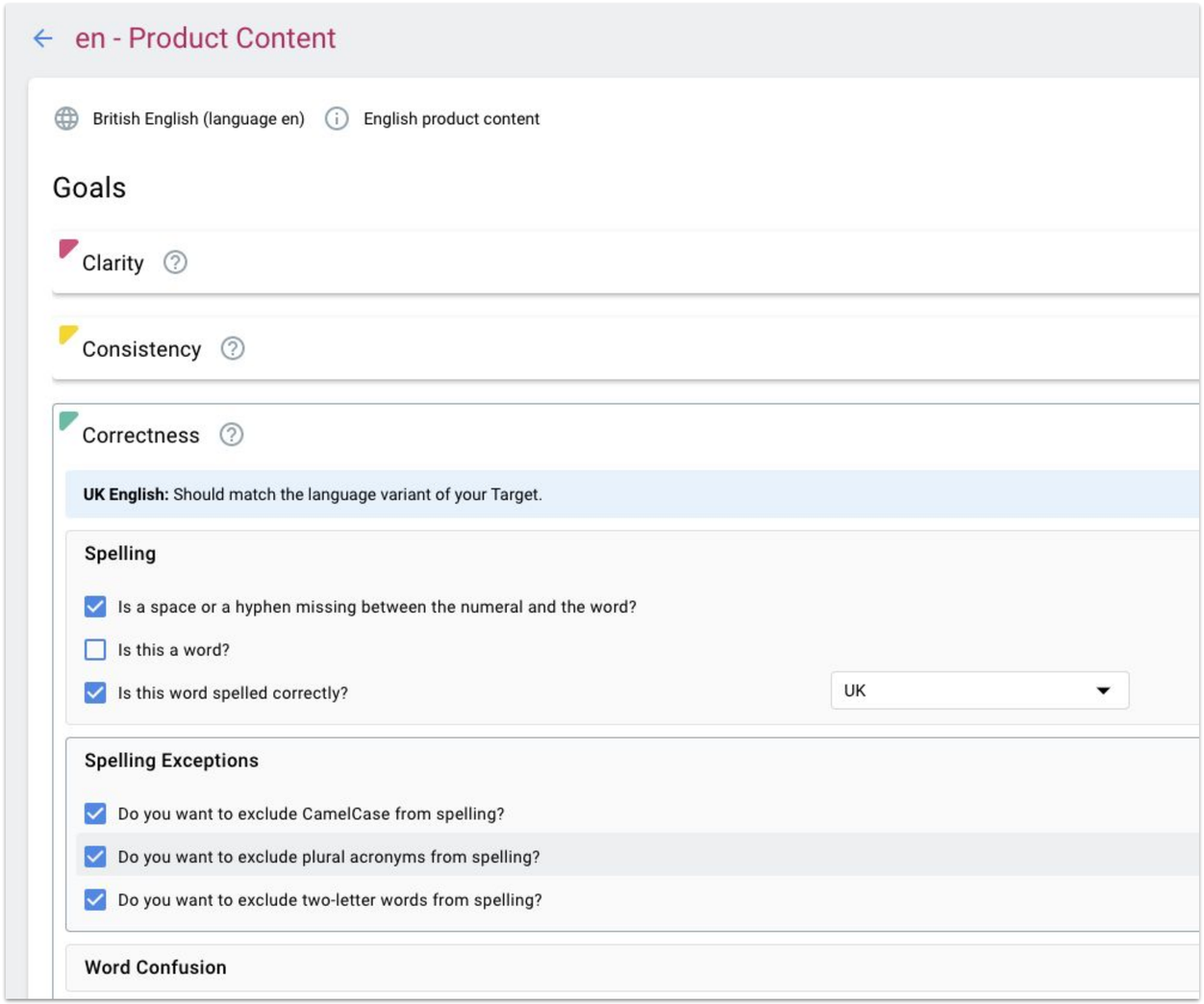
Compliance

Inclusive Language
Legal Terms

Customized Guidance

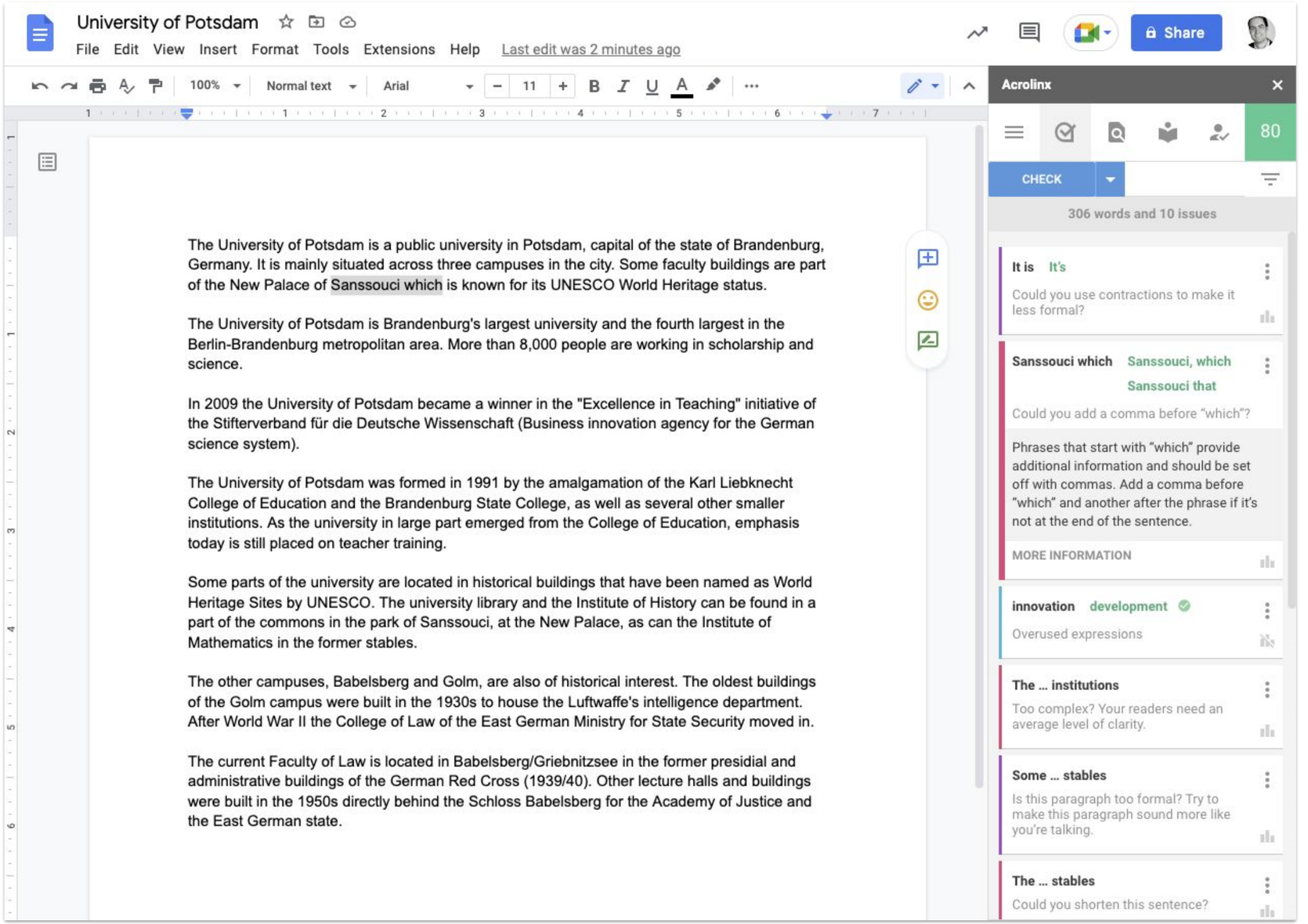
- Acrolinx provides writing guidance for many different aspects of written language

- companies define and customize this guidance to capture their writing guidelines



Sidebar

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



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IBM	intel	Moody's	Ingersoll Rand Inspiring Progress	MAN	Rolls-Royce	illumina

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

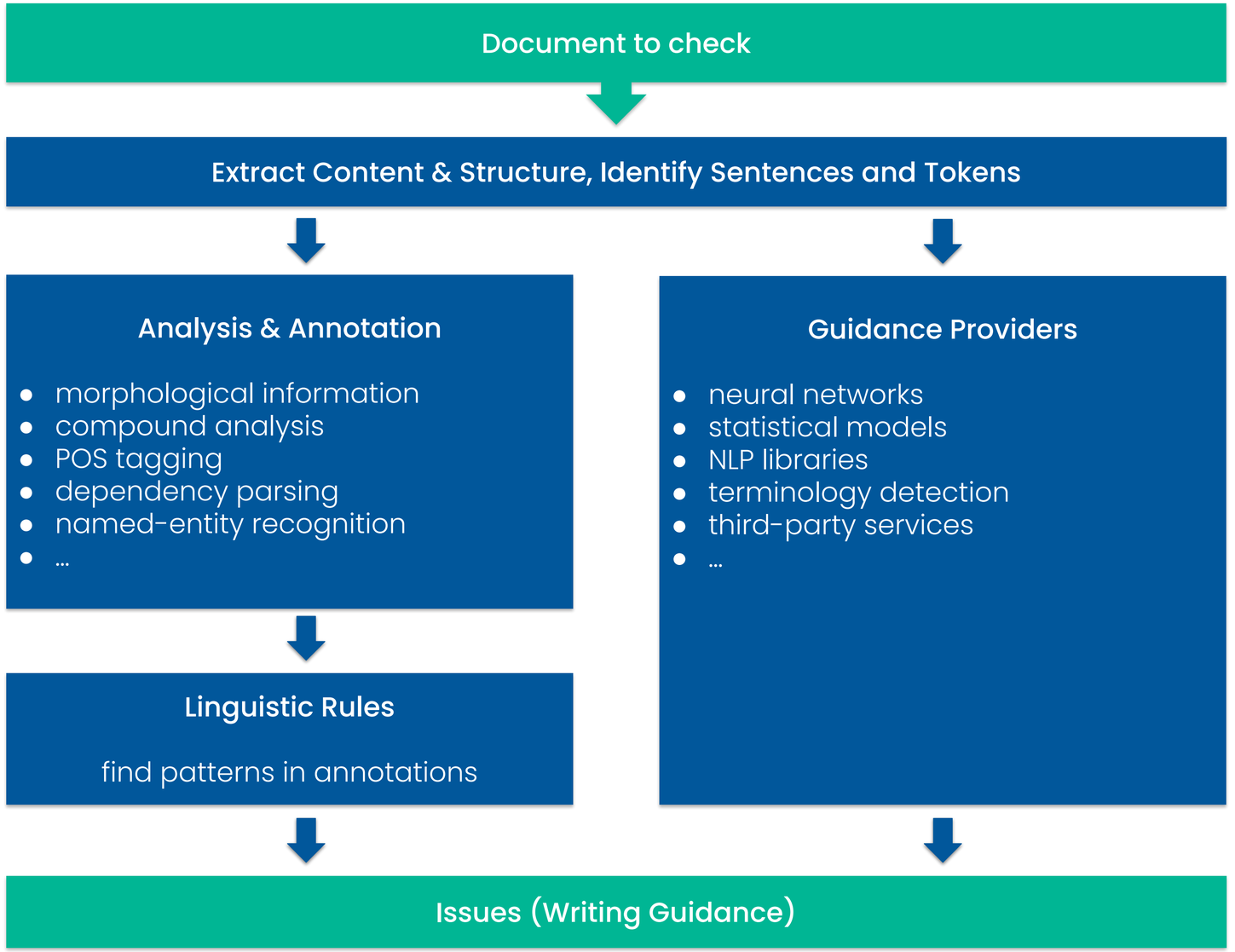
Full Support

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

Applied Research

find approach that fits best*

*respecting operational requirements

Pragmatic Data Collection

use existing data where possible, annotate where feasible

Prototype Implementation/ Training

continuously evaluate performance

Integration into Acrolinx

also ensure compatibility with other guidance

Iteration based on customer feedback

develop variants & customisation

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

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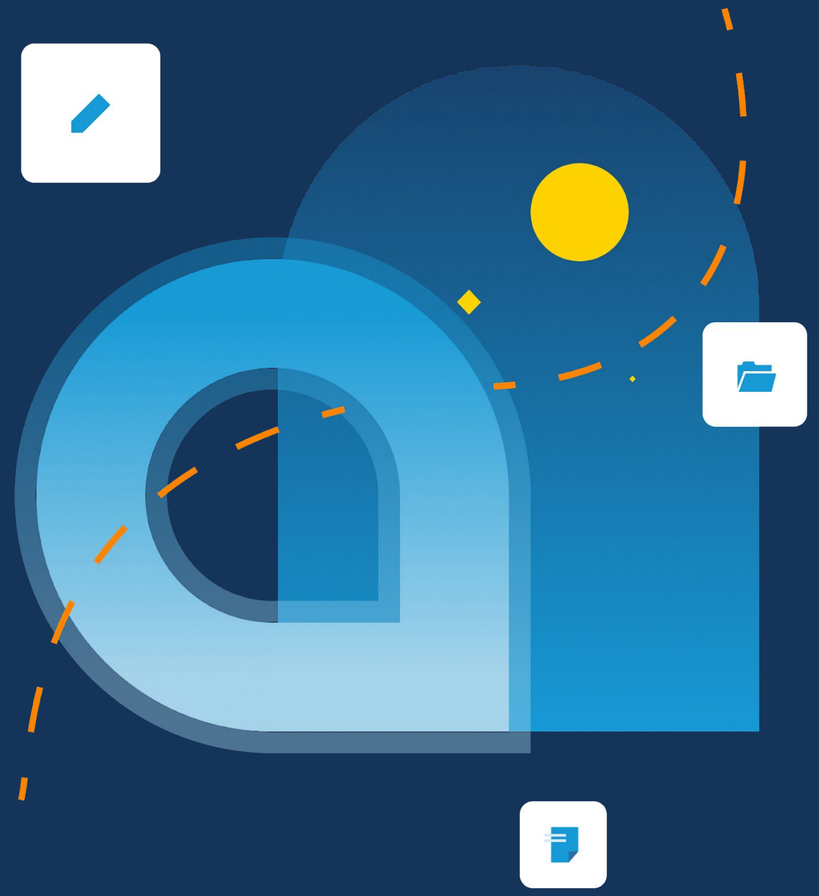
Thank you!



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