Driving Business Transformation: Using Acrolinx to Drive Business Goals

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Director of Content Strategy, VMware
possibilitiesware

Realize new possibilities for your business with a digital foundation built on VMware.
The year was 2011
Content Reuse

Server-side Publishing

Multichannel Output

Localization Efficiency
VMware Timeline for DITA Adoption (2007-2010)

- **2007**
  - DITA Planning
    - Start training
    - Hire XML Architect
    - Define technology requirements

- **2008**
  - Pilot DITA
    - 1st online help released
    - 1st PDFs released
    - Hired information architect
    - 50% localized content in DITA

- **2009**
  - DITA Rollout
    - Flagship release
  - CMS Pilots
    - EN-only content
    - Ready for localized content

- **2010**
  - CMS Rollout
Optimized

Tablestakes

Duh!

Got MT now

Content Reuse

Server-side Publishing

Multichannel Output

Localization Efficiency
<table>
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<tr>
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<th>2007 - Nothing</th>
<th>2010 - Bloat</th>
<th>Today - Streamlined</th>
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<td>0 of 38</td>
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<tr>
<td></td>
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<td>Quality automation</td>
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VMware Product Documentation Scale

- **+500**: Releases per Year
- **+90**: Products and Services
- **41,266**: Publish operations (June-Dec 2018)
- **+1.4M**: Total number of objects published (June-Dec 2018)
- **+430K**: HTML pages published
Quality
at Scale
at the pace
of Business
Clarity impacts ease of use, brand reputation, and translation costs.
“… dynamic grouping is more impactful to NSX manager then static grouping.”
“To group VMs of same role and of same organization together…”

“In order to ensure confidentiality of the control plane communication, it is recommended to…”
“…Graceful-Restart (GR) capabilities of the NSX Edge come into play.”

“…with automation tools such as vRealize automation, which can provide customers…”
<table>
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Tips for Authors

Summaries for Owners

Insights for Biz Leaders

KPIs for Execs
Authors

- Super administrator role that can access and manage all features and functions in the VMware Identity Manager services.
  - The first super administrator is the local administrator user that creates when you first set up the service. The service creates the administrator in the System Domain of the System Directory. You can assign other users to the super administrator role in the System Directory. As a best practice, grant the super administrator role to a select few.
  - Read-only administrator role that can view the details in the VMware Identity Manager console pages, including the dashboard and the reports, but cannot make changes. All administrator roles are automatically assigned the read-only role. **NOTE** Some identity manager console pages are not enabled to be viewed by an admin entitled to only the read-only role. When read-only administrators try to view these pages, they are redirected to the dashboard.
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<th>Quality Score</th>
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<th>Sentences</th>
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**Quality Score Report**

**VMware AirWatch Mobile Application Management Guide**

**Topic Score Report**

**Wed, 07 Nov 2018 13:11:32 GMT**

**Summary**

- Quality Score: 55.02
- Words: 67,475
- Sentences: 6,862
- Spelling Issues: 7
- Terminology Issues: 66
- Grammar Issues: 213
- Style Issues: 299

**Sort or Filter**

**Owners**
Biz Leaders
Estaff

BU1  BU2  BU3  BU4  BU5  BU6  BU7

88  86  86  86  82  81  81
2.7M

Quality scans in 2018

- 4 Divisions
- 10 business units
- 17M Flags
- 35K UI Strings
- 9K avg. daily checks
Acrolinx as a Risk Mitigation Tool

- **Top priority for improvement**
- **Should be reviewed**
- **Meets quality benchmark**

The chart shows the quality benchmark for various categories, with colors indicating different levels of priority.
Acrolinx as a Merger & Acquisition Tool

- Assess current state
- Use Acrolinx to guide pre-conversion
- New acquisition state
- Use Acrolinx to guide post-conversion
- Convert content conversion

Use Acrolinx to guide post-conversion
Acrolinx as a Merger & Acquisition Tool

M&A Efficiency Gains

- TOPICS
- DAYS

- 2010
- 2019

- 15000
- 10000
- 1557
- 346
Acrolinx as a Change Management Tool

Writing for chatbots

Be friendly when speaking

Tailor the tone of the conversation to the user. Keep it brief and straightforward. Remember, users may be using chatbots for Xbox can be lightweight and fun.

See Microsoft’s brand guidelines.

Be honest as you write

- Make sure users can tell who’s talking. Don’t use a third-person agent. The message should be clear.
- Explain what the chatbot is doing, what its objective is, or what task or place to be done, if necessary.
- Admit when things go wrong, and how you’re going to fix them. Even if it’s going to take them a while, they will build trust if they understand what’s happening.

Conversation design

Creating Actions for the Google Assistant requires a breadth of design expertise ranging from voice user interface design, interaction design, visual design, motion design, and UX writing that we’ve refined into a single discipline: conversation design.

By following our conversation design principles, you’ll adapt to the communication system users learned first and know best. The more an interface leverages human conversation, the less users have to be taught how to use it.

Where you start and what you focus on depends on what you already know and where you are in your Action’s development process. So, start at the beginning on our Conversation design site or check out the following, more specific topics.

New to conversation design?
If you’re new to conversation design, then start with this brief introduction.

Conversation 101
Take our crash course on designing for conversation.

Draft a conversation
Write sample dialogs to informally experiment with and evaluate different design strategies.

Design for multiple devices
Learn how to scale your design to help users wherever they are.
Working on…Acrolinx as a Content Strategy Tool

Search Global Marketshare

- Google 91%

VMware Docs Search Marketshare

- Google 99%
Working on...Acrolinx as a Content Strategy Tool

SEO Best Practices Improve Findability

Data Shows Best Practices are Working

Before

After

910% increase

633% increase
What Comes Next...Acrolinx as a ML Partner

InstaML Corpus

- **430K** product doc topics
- **33K** KB articles
- **40K** support tickets
- **2K** whitepapers
Thank You
Thank you!