



CONTENT 2019
CONNECTIONS

**Aligning Enterprise Content
Standards**

Andre Pellet,

Director, Content and Knowledge Management, *Dell EMC*

Aligning Enterprise Content Standards

Acrolinx 2019 Content Connections



Business Challenge: What is Content Quality?

Various Content
Types

Varied Audiences

Many Orgs

Different
Expectations

Style Guides

Voluntary

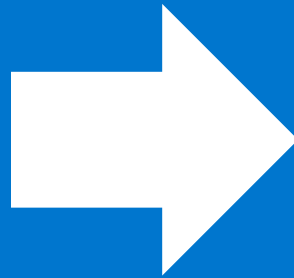
Standards



Measures



Redefine
Content
Quality



Measured
Compliance to
Defined
Standards

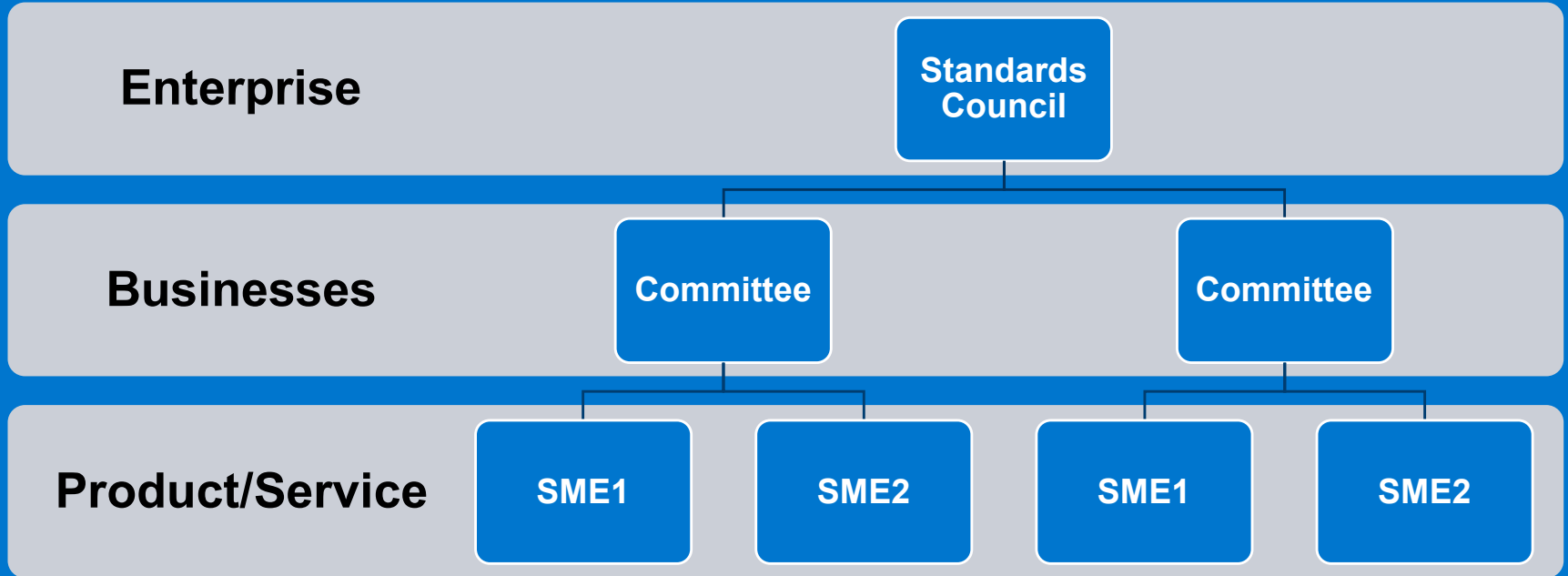
Dell Approach

Content Standards
Summit (Core Group)

Content Standards
Implementation
Summit

Dell Content Standards
Council

Content Standards Council



Future Plans

Dashboards

Automated Scans

Integration

Expand to
other areas

Personas

Q&A



Thank you!

CONTENT 2019
CONNECTIONS