



CONTENT 2019
CONNECTIONS

**Language Quality as Pillar of
Enterprise Content Strategy at Nutanix**

Ben Colborn,

Director, Technical Publications, *Nutanix*

Language Quality as a Foundation of Enterprise Content Strategy

Ben Colborn

Director, Technical Publications

Nutanix, San José

Nutanix Product Portfolio

One Year Ago



AOS



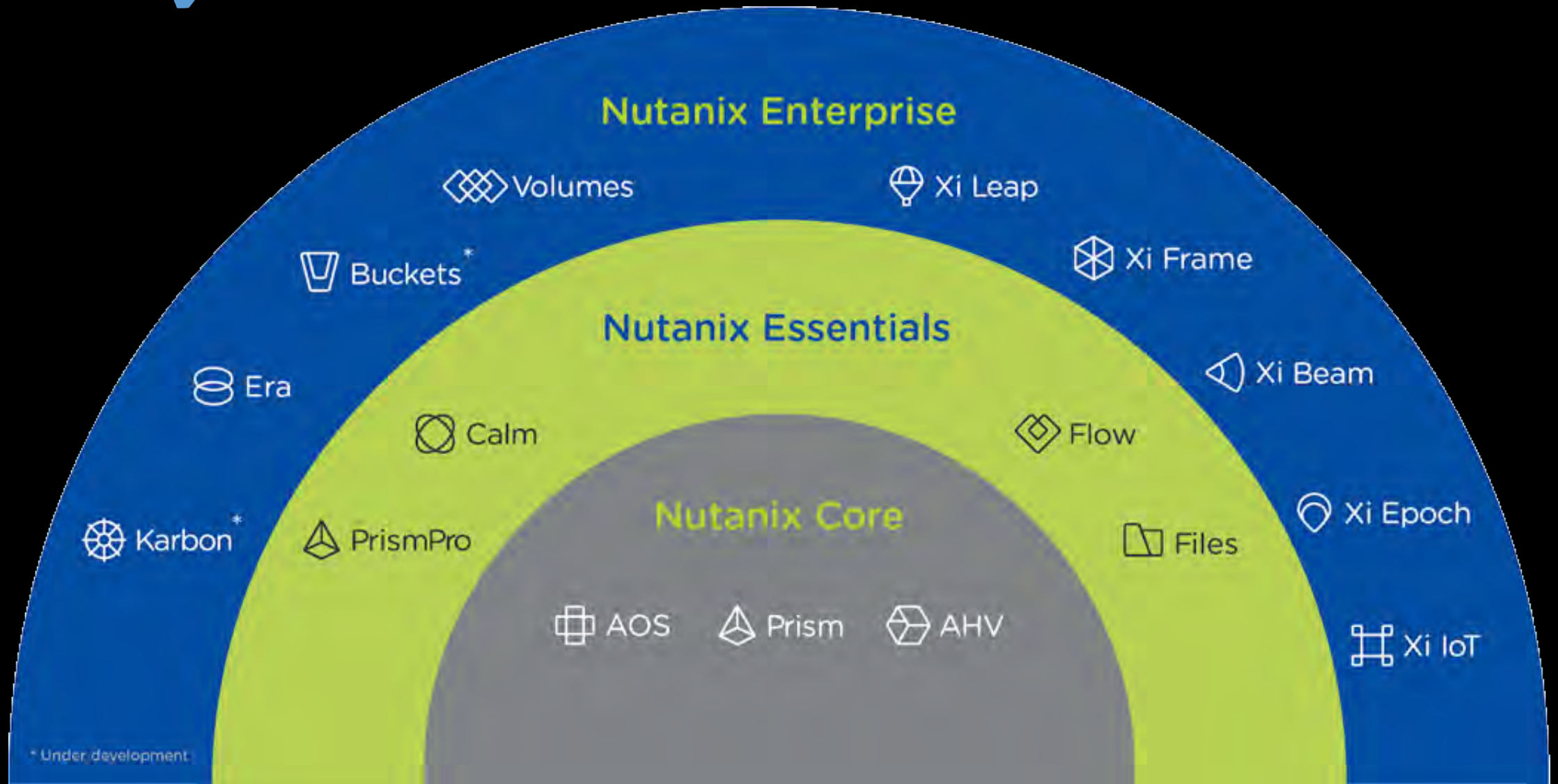
Prism



AHV

Nutanix Product Portfolio

Today



Content Strategy Phase 1

Technical Content Council

Grass-roots effort by technical content producers

Mission Statement

Determine and maintain consistent voice, style, and terminology across all technical content produced by Nutanix Technical Publications, Education, Support, Technical Marketing, Solutions, UX, and others.

Share living source content, resources, and guidelines to ensure a consistent user and information experience wherever Nutanix customers consume content.

My Dashboard

[360 View](#)

+ Create a New Case

View Case Updates

149

Open Cases

0

Open Escalations

-

NPS

Case Number	Subject	Priority
00518141	LCM preupgrade stuck	P3 - Normal
00517993	Procedure to rename CVM wit...	P3 - Normal

My Insights



Cluster Name (uuid)	Alerts	Severity
000576cc-ab52-1...	AOS EOL check	●

Announcements

Calm 2.6.0.3 is now available!

NEW

Move 3.0.0 is now available!

NEW

NCC 3.7.0.2 is now available!

NEW

AOS 5.5.9 is now available!

NEW

Nutanix Field Advisory #58 v7

NEW

Calm 2.6.0.2 is now available!

NEW

Documentation

Software Documentation

Hardware Replacement Documentation

Knowledge Base

Solutions Documentation

Upgrade Paths

Compatibility Matrix

Downloads

AOS (NOS)

Nutanix Files™ (formerly known as AFS)

Hypervisor Details

Prism Central

Foundation

Tools & Firmware

Nutanix Support Portal Customer View

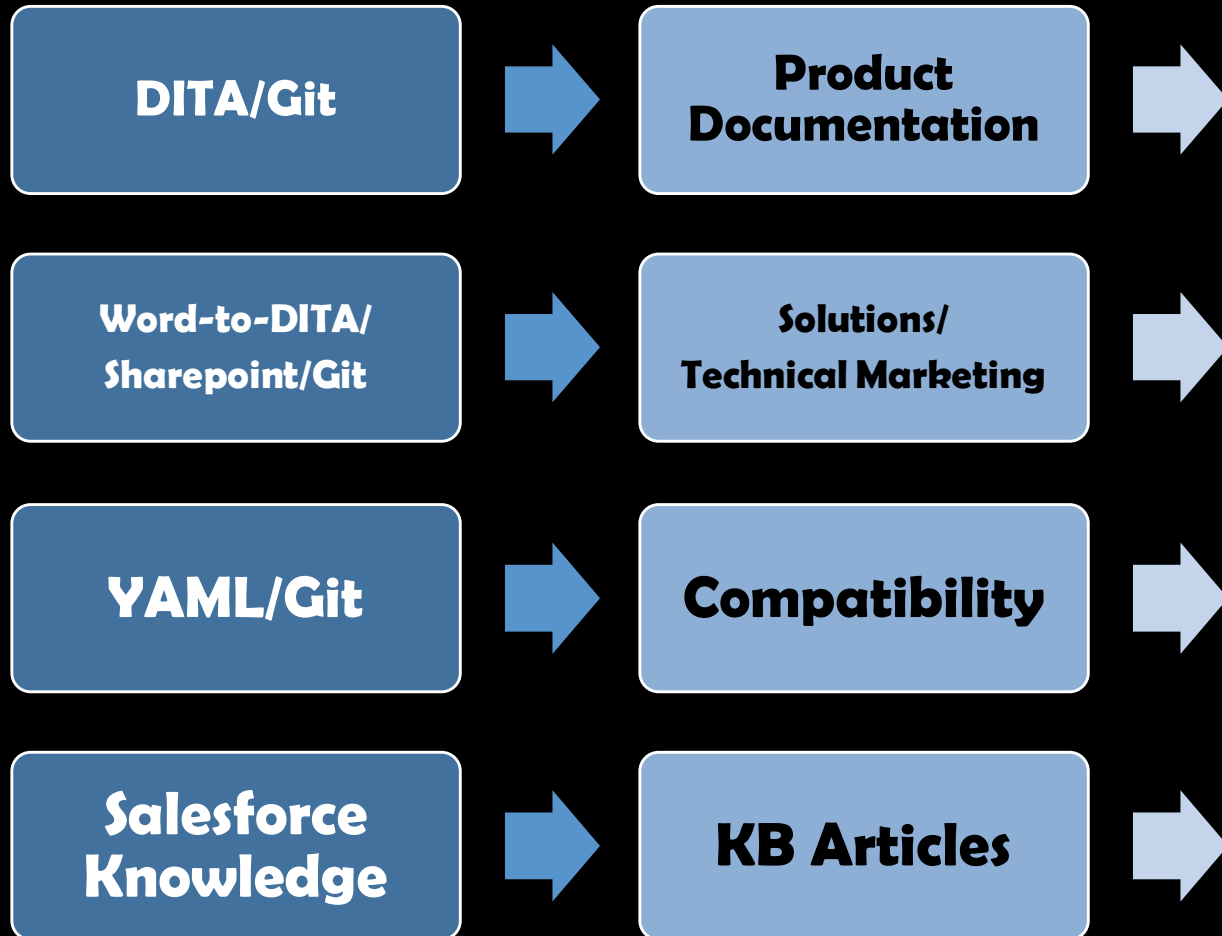
Contact Us

Telephone: (855)-688-2649 EX*

[Regional Toll Free Numbers](#)

[Join The Nutanix Community](#)

Nutanix Support Portal Publishing Architecture



Search Anything

My Dashboard [360 View](#)

[+ Create a New Case](#) [View Case Updates](#)

149 Open Cases **0** Open Escalations **-** NPS

Case Number	Subject	Priority
00518141	LCM preupgrade stuck	P3 - Normal
00517993	Procedure to rename CVM wit...	P3 - Normal

Documentation

- Software Documentation
- Hardware Replacement Documentation
- Knowledge Base
- Solutions Documentation
- Upgrade Paths
- Compatibility Matrix

Content Strategy Phase 2

Executive Sponsorship

Content council gained executive sponsorship from CIO and engaged consultant

Business reasons

- Treat content like an asset
- Improve customer experience
- Retain talent and knowledge
- Reduce costs
- Increase productivity
- Improve efficiency
- Improve quality

Content Strategy Phase 3

Consultancy

1. Consultant conducted interviews across the company and made recommendations, namely to **start with structure**
2. Consultant conducted workshops (workflow, content modeling, taxonomy)
3. Working groups began evaluations and implementations
4. Consultant implemented Acrolinx

Start with Structure

Tech Pubs

Education

Support

Solutions/
Technical
Marketing

Product
Marketing

In-Product
Content

Common Dynamic Delivery System

Common Component Content Management System

Common Taxonomy

acrolinx

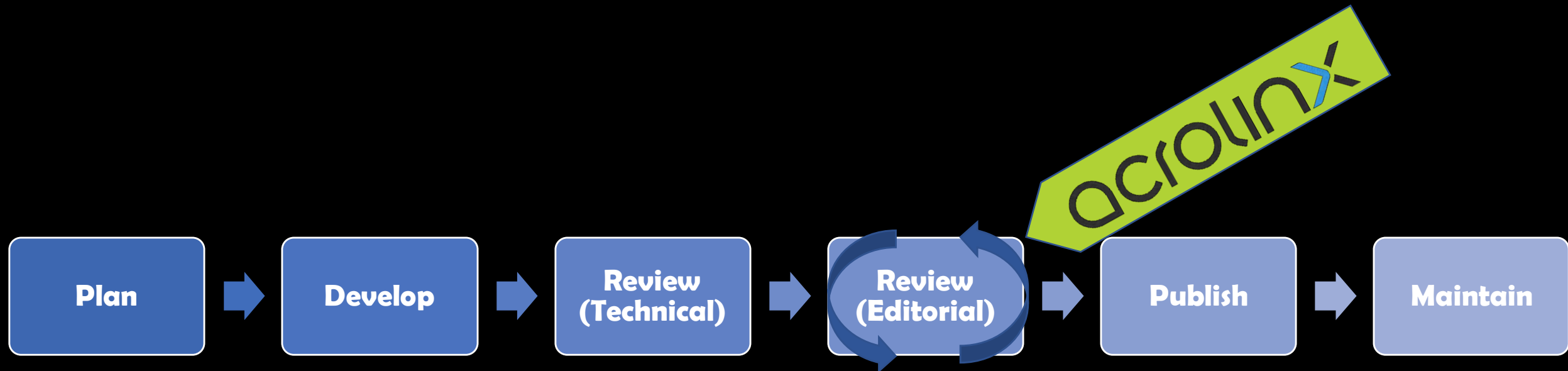
Content Strategy and Lang. Quality

Business Reasons	Language quality
Treat content like an asset	Long-lived and refined rather than disposable
Improve customer experience	Consistent terminology and usage; improved search results
Retain talent and knowledge	Virtual tutor/editor; capture rules in a corporate system
Reduce costs	Reduced editorial oversight; improved translation memory match
Increase productivity	Support authors by encouraging them to follow rules when and where they need it
Improve efficiency	
Improve quality	

Content Development Model 1

Editor supported/Program managed

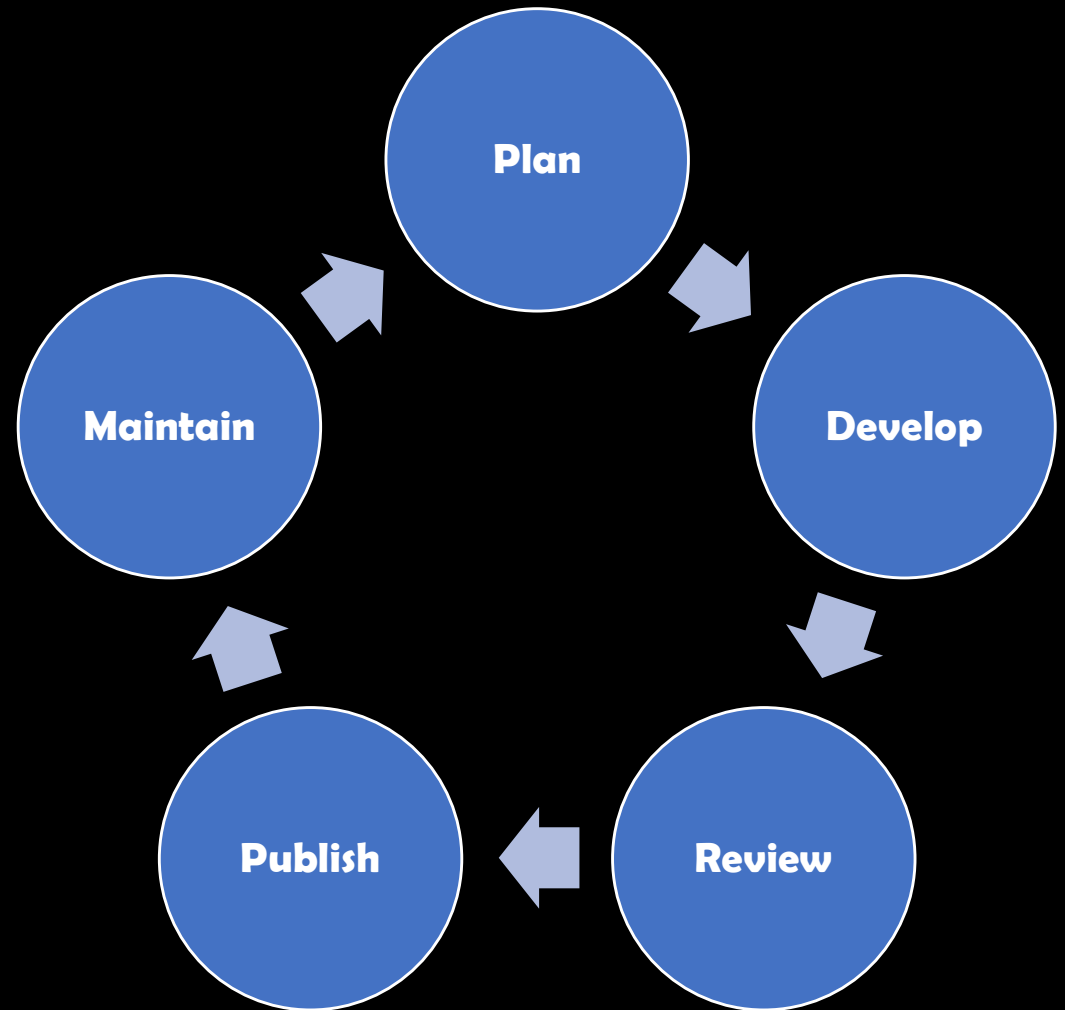
- Technical SMEs write documents
- The program manager edits and publishes
- Acrolinx is used in the editorial review stage



Content Development Model 2

Owner authors/DocOps/Agile

- Authors work autonomously and own the entire information lifecycle
- Feedback is continuously incorporated
- Updates are continuously published
- Acrolinx is used throughout the entire process



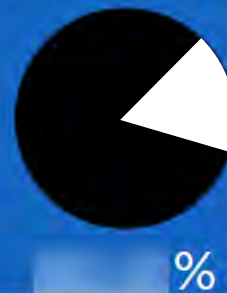
Metrics Dashboard

Case Deflection



Acrolinx

Average Acrolinx Score



Average Clarity Score



Acrolinx
Scorecard
Archive

Feedback Ratings

Feedback Scores Cumulative

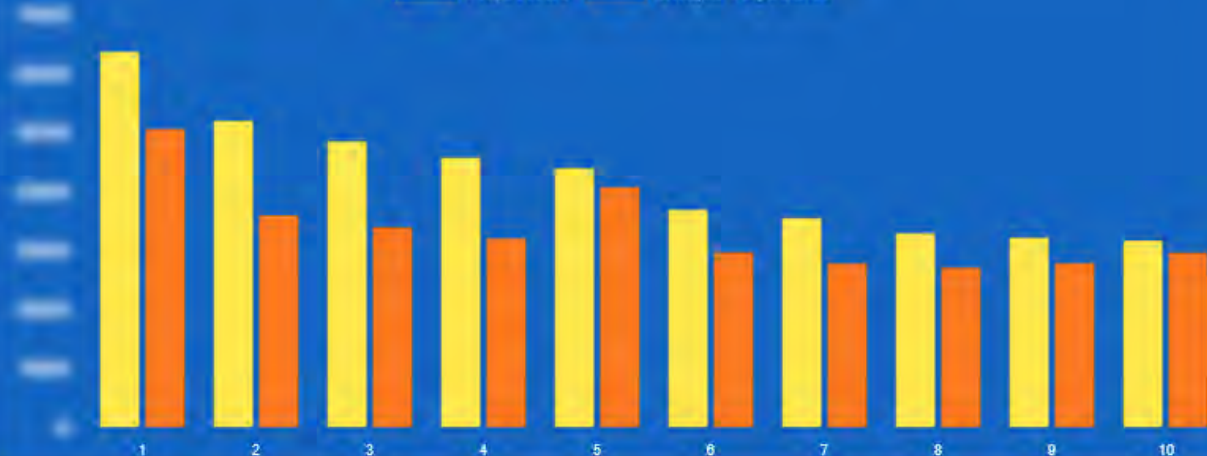


Feedback Scores Monthly -



Topic Hits

Pageviews Unique Pageviews



Successes

- Availability of CCMS
- Adoption of taxonomy enterprise-wide
- Improved clarity of terminology/style guidance
- Adoption of Acrolinx by tech pubs
- Adoption of Acrolinx by marketing for corp web site
- Interest in Acrolinx by UI/UX

Challenges

- 1-year delay in implementation of CCMS
- 1-year delay in implementation of DDS
- Changes in the business context
- Changes in organizational structures
- Loss of interest by some organizations
- Articulating the value to the CMO and CIO



Thank you!

CONTENT 2019
CONNECTIONS