



CONTENT 2019
CONNECTIONS

**Acrolinx in Action at Dassault
Systemes**

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3DEXPERIENCE®

Acrolinx at Dassault Systèmes

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DS SOLIDWORKS

Content Connections
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History: Acrolinx and Dassault Systèmes

- ▶ 2006. Initial interest.
- ▶ 2008. Discussion with Andrew Bredenkamp.
- ▶ Many years of internal discussion.
- ▶ 2017. Major breakthrough – it's a go to purchase Acrolinx!
 - ▷ Role holder training in spring.
 - ▷ Production-level rollout in fall.
- ▶ 2018. Bi-weekly evaluation of terminology and guidance configurations.
- ▶ 2019. First yearly review of processes and establishment of KPIs.



Why We Wanted Acrolinx

- ▶ Many of our UA developers use English as a second language.
- ▶ Enforce our Style Guide.
- ▶ Enforce proper Terminology.
- ▶ Use Acrolinx to “train” writers.
- ▶ Lack of human editors. Provide a baseline copyedit of content.
- ▶ Improve overall quality and consistency.



Our Organization

- ▶ About 85 User Assistance (UA) developers use Acrolinx.
- ▶ One company: Dassault Systèmes (DS).
 - ▷ Six DS brands, each with specific terminology.
 - ▷ BIOVIA, DELMIA, ENOVIA, GEOVIA, SIMULIA, SOLIDWORKS.



What Has Acrolinx Been Like in Production?

- ▶ Encourage all UA developers to run Acrolinx on all files touched.
- ▶ Monitor Usage Reports.
- ▶ Ran baseline review.
- ▶ Reran again to record improvement.
- ▶ Set objectives: 80 to 85%.
- ▶ Continuously tweak rules, term sets, behavior_
- ▶ Used on new content. Consider Localization impact when run on Legacy content.
- ▶ Useful for Engineers who write content you deliver.





What Has Gone Well

- ▶ Strongly positive reaction from users.
- ▶ Metrics
 - ▷ You get lots of impressive numbers.
 - ▷ Shows general areas where we improved + where we can improve:
 - ▶ Grammar: Focus on correct use of hyphen and verbs.
 - ▶ Spelling: Top issues revolve around names of settings that we cannot resolve.
 - ▶ Style: Focus on writing concisely.
 - ▶ Terminology: Unclear use of “should.” Use entities where appropriate (variables).
- ▶ Support and responsiveness from Kristen and Zach.

Challenges

Customer

- ▷ The *timing* of our start.
- ▷ Getting more UA developers to run Acrolinx regularly.
- ▷ Cleaning up false flags to get useful metrics.
- ▷ Flags in short topics may skew metrics.
- ▷ How to handle legacy content.

Acrolinx

- ▷ Acrolinx CSM support had some snags but is back on track.
- ▷ Training could be shortened and more targeted.
- ▷ Scheduling training that worked for all.
- ▷ Dictionary / Guidance Wizard handling.
- ▷ Licensing model evolving to SaaS.



Where To Go From Here?

- ▶ Expansion within our global UA teams and to other DS teams.
- ▶ Automation.
 - ▷ Schedule regular checking of content.
 - ▷ At least gather metrics.
 - ▷ Trawl data for content with low scores on checks that did not get improved. Dig into why?





Suggestions for Potential Customers

► Build Up Support

- ▷ Get Executive-level stakeholder = Budget.
 - Run a pilot project.
 - Develop a success story.
 - ▷ Show potential ROI.
 - ▷ Leverage your Acrolinx CSM to develop a Success Story.
 - Try to work for a global solution.
 - Get a Purchasing Department ally/stakeholder too.
- ▷ Get role holders who commit to the project.
- ▷ Involve your IT department early on.
- ▷ Understand Phases: Research – Proof – Purchase – Implementation – Maintenance.

Suggestions contd. 1

- ▶ Role holder Training Phase
 - ▷ Train for redundancy.
 - ▷ Block plenty of time.
 - ▷ Project Manager role not important in this phase.
 - ▷ Train the Trainers went well.



Suggestions contd. 2



- ▶ Implementation + Production Phases
 - ▷ Start with OOTB / simplify.
 - ▷ Create a Getting Started guide for users.
 - ▷ Carefully consider the ways you want to parse the analytics data.
 - ▷ Set up regular, ongoing meetings for terminologist, linguist, and Sys Admin.

Q+A / Contact Info

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- ▶ Project Manager: Joseph.Campo@3ds.com
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- ▶ Lead Terminologist: Melissa.Lowery-Smith@3ds.com

Thank you!







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