



**CONTENT** 2019  
**CONNECTIONS**

**Making the Value of Acrolinx Real**

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# Making the Value of Acrolinx Real

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 Dell Technologies

Internal Use - Confidential

# Agenda

- Acrolinx and content standards
- Mistakes and lessons learned
- What's next

# Content Standards COE for Dell Technologies

**Vision:** Dell Technologies customers have an exceptional brand-aligned and strategy-supportive content experience

**Mission:** Provide content standardization services for the company, leveraging AI-based based software that easily integrates into content creation platforms, to deliver exceptional content at scale

# How we deliver our vision/mission

- Provide a common content standards platform, related tools, and value-added services to the company
- Promote cross domain collaboration for content standards development and governance
- Measure content to standards and provide related analytics
- Enable easy access to and use of the standards, platform, tools, and measurement capabilities
- Tailor services and capabilities while operating at scale

# Our approach

- Chair councils (terminology, standards)
- Orchestrate governance
- Develop standards relevant to content types and measure content them
- Focus on technical content first, marketing content later
- Offer a managed service vs self-serve
- Share costs across the enterprise



# We provide (managed)

Services	Details of Offering
Platform Management	Vendor management, license and support management, infrastructure management,
Program Management	Project strategy, Transition planning, Pilot – scoping, requirements, User setup, Editing setup, Gap analysis, and other as required
Content Audit	Evaluate current state content, One time evaluation and reporting, Reporting and analytics
Platform Roll out	Workflow setup, Implementation support, Integration Consulting
Training	Orientation , Webinars Basics, Advanced (Role-based), Consulting
System Administration	Maintenance, Troubleshooting, Notifications, Helpdesk
Linguistic Administration	Program management, Style Guide evaluation, Rules customization
Terminology Management	Terminology setup and management, terminologist who assists/guides/counsels
Ongoing Consulting	Best practices, Usage, Analytics, Reporting, Benchmarking
Editing as a service	Editorial resourcing – editor, linguist, terminologist, analyst
Governance	System Optimization, Quality standards, Terminology

# Major Stakeholders

- Education Services
- Online Quality
- Services
- R&D



# Lessons Learned

- 2013: It all looked so simple...and then it started to get complicated
- 2014: It looked even harder than when we started...people and technology had to change
- 2015: We need dedicated and committed people...and a pitch to overcome “big brother” concerns
- 2016: One dedicated HC plus consulting time (and one set of rules) wasn't enough
- 2017: Gotta pause awhile as we make progress on Dell EMC integration
- 2018: Time to get back to progress...increased dedicated staff, expanding groups using, getting smarter
- 2019: Time to ramp this thing into overdrive...collaboration with VMWare helped, we got better, now we can really make progress

# What's next – 2020 and beyond

- Provide single-source of truth for product names company wide
- Develop standards for software UI content, scan/measure to standards, development terminology library
- Automate content standards measurement via API integrations into content repositories
- Implement persona-based standards that go beyond content types and high-level personas (consumer, commercial, enterprise)
- Connect content standards measurements to other key business metrics for deeper insight and more relevant actions

**DELL**Technologies



Thank you!

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