Keeping Content Compliant

Engaging Content That's Clear, Consistent and Legally Compliant

acrolinx

Phew! That Was a Close One….

Sometimes being a daredevil is fun, but it's best to avoid risk in content that explains your service or product. It's important your company's words and phrases are used the right way to avoid embarrassment or legal repercussions. The bigger the team, the harder it is to ensure everyone is up-to-date with changes in your messaging, terminology, and regulatory guidelines.

Safe communication doesn't mean boring. Acrolinx keeps your language on brand and legally compliant, so you're not kept awake at night worrying about risky content.

Acrolinx keeps troublesome words and phrases out of your content, by identifying potential issues. It's easy to get an overview of content compliance and monitor performance at a glance. Now, your entire organization can communicate about your brand, without landing you in trouble.

Acrolinx: Speak with One Clear Voice

So what is Acrolinx? Acrolinx is an AI-powered platform that delivers strategy-aligned content, at scale. Our technology captures your goals, analyzes your content, and helps your teams create content that meets your objectives.

Enforce your company regulations, without squashing your writers' creativity. Customize your content guidelines to keep content crystal-clear and legally compliant, without putting your readers to sleep.

Get control over your content and address key questions, such as:

- How do you check if large volumes of content are on brand and legally compliant?
- Is your content easily read and understood while remaining legally accurate?
- Can you track the performance of different content teams?
- Does your content creation process run smoothly with multiple contributors and/or locations?
- How do you change or monitor compliance across large organizations?

Reach your content goals with:

GOVERNANCE

No one wants to be the word police! Acrolinx ensures accurate and consistent use of compliant language.

Is gobbledygook clouding what should be clear information? Acrolinx replaces confusing regulatory or industry jargon with clear language and removes the issues that could compromise your business.

RISK MANAGEMENT

Acrolinx keeps your content engaging and authentic, without risk of content misuse and disclosure.

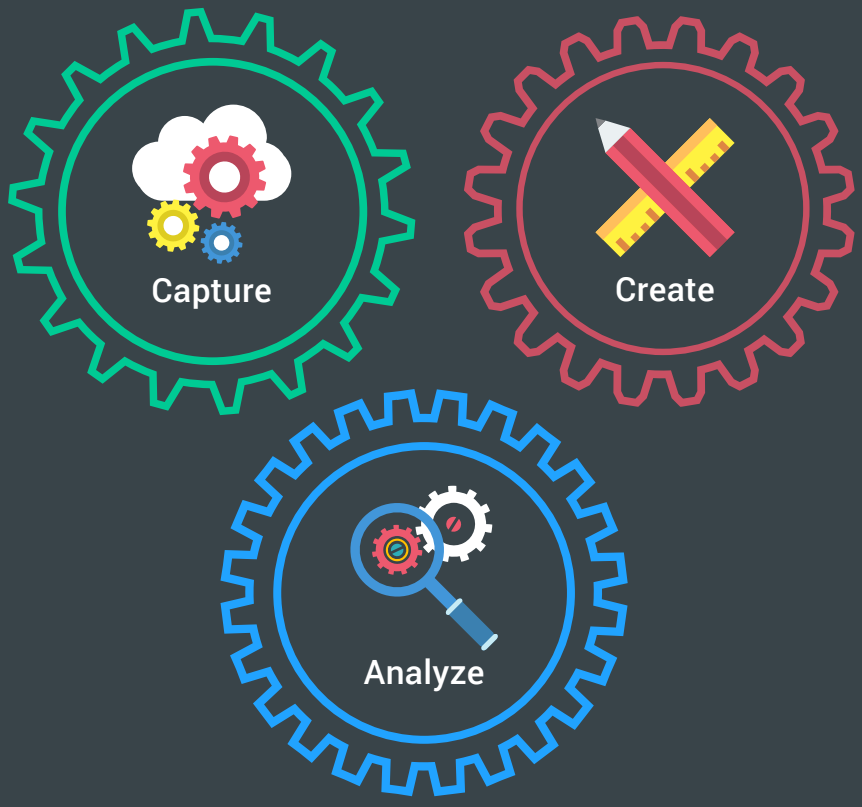
Now you have the ability to capture and communicate issues, and apply changes to your governance instantly. Acrolinx makes compliant communication easy, by updating all your content creators on changes around disclosure and risk management, no matter where you are.

EDUCATION

Acrolinx provides risk management with powerful configuration, controls, and analysis to guide content creation. Keep your teams up-to-date on changes, and access to key regulatory requirements, without disrupting their flow.

Configured to your business, the platform educates your employees and upholds clearly defined constraints for legal and brand. This reduces the high cost and inefficiency of legal review cycles.

How Acrolinx Works: Capture, Create, Analyze.



Acrolinx integrates into your content process by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your global content strategy and adjust guidance for campaigns, content types, or audiences.

2. **Creating effective content:** On your mark, get set...create! The Sidebar supports writers with immediate feedback about clarity, consistency, tone, and language. This streamlines writing, review, and editing, giving you shorter time to market.

3. **Analyzing your output:** At any time, you can run checks on all your content. To get an overview of content issues, use diagnostic checks and see the results in the Analytics Dashboard. It's packed with tools like content comparisons, trend analyses, quality, and improvement metrics. Improve your guidelines and terminology from the results of these analytics and market feedback.

Acrolinx provides clarity, efficiency, and insight. It unifies your team and promotes your brand with consistent strategy-aligned content.

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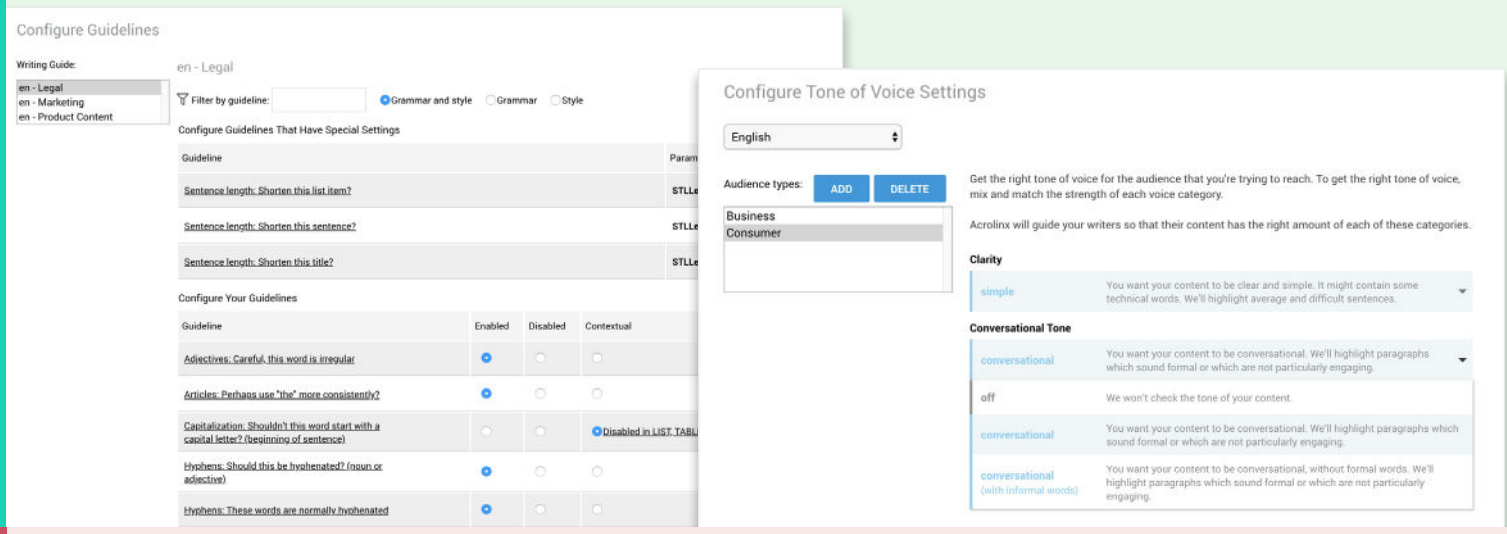
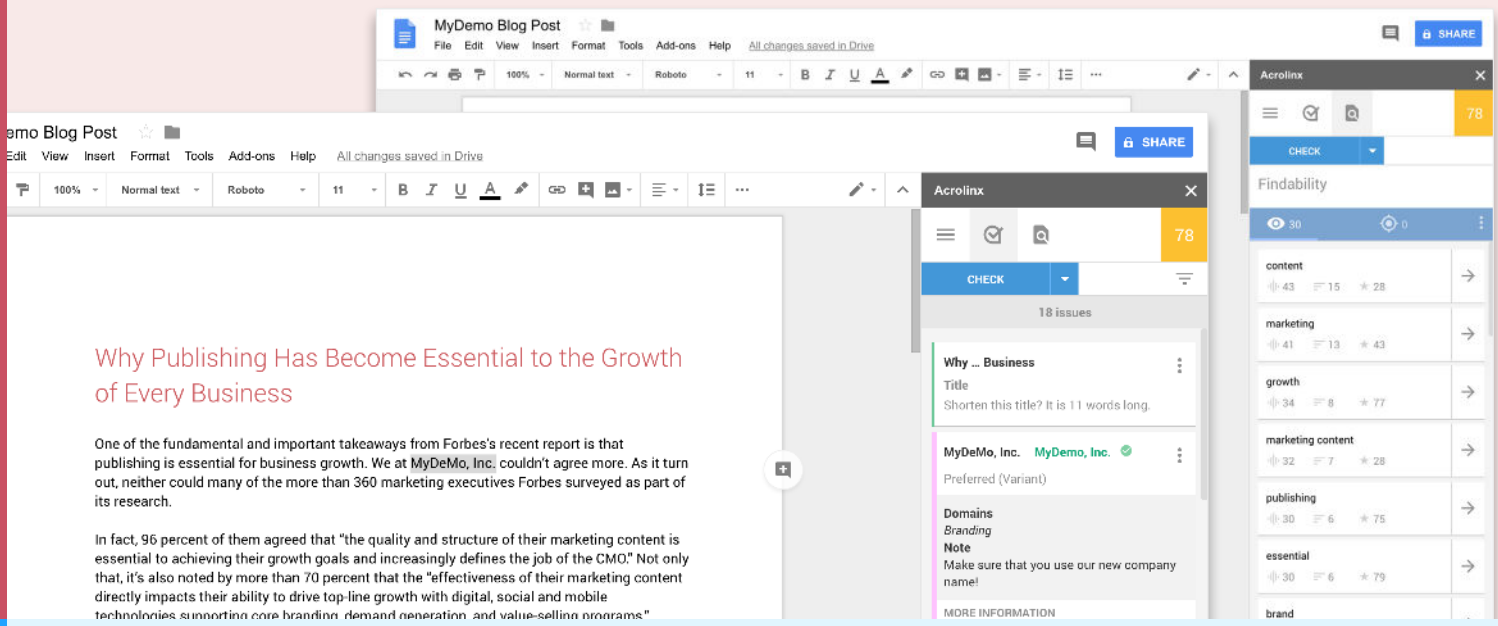
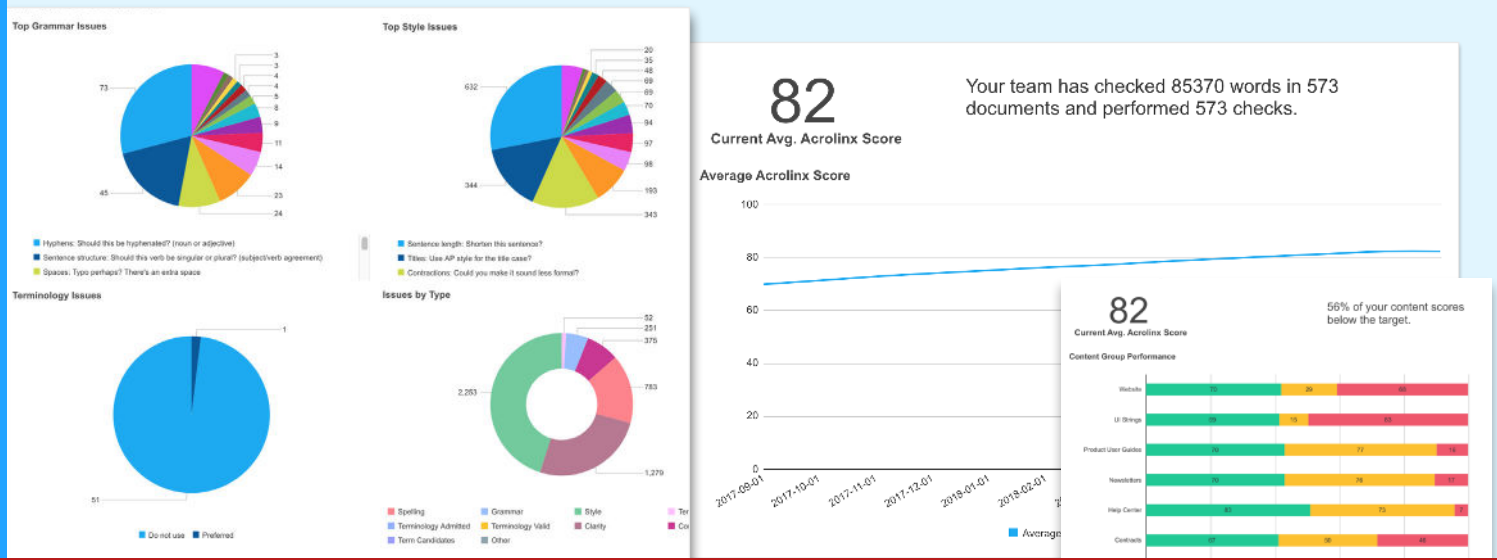
Capture



Create



Analyze



Reducing Risk

Acrolinx: Support for Your Whole Team

Acrolinx aligns your content and strategy to give you and your teams one clear voice.

It captures your strategy, guides your creators, and ensures your content is aligned with your goals.

Using Acrolinx motivates your customers to invest in your brand and stay longer, and helps you avoid costly communication slip-ups.

Our Story

Built on Science

Acrolinx was born at the German Research Center for Artificial Intelligence, and raised by a brainy bunch of AI Language experts. We taught Acrolinx that language is diverse, complex, and rich. Driven by the challenge to solve issues with content creation and brand communication, Acrolinx is constantly in development by people who love language and technology.

Our platform helps you create content that is more findable, readable, and enjoyable. Your strategic communication goals are our business. We help you tell your story in a way that wows your audience from start to finish.

We serve the world's most recognizable brands

SOFTWARE

amazon · facebook · Google · IBM · Microsoft · ORACLE · salesforce · SAP

HEALTHCARE

Agilent Technologies · Dräger · GE Healthcare · illumina · Medtronic · PHILIPS · Roche · SIEMENS

AEROSPACE & DEFENSE

BAE SYSTEMS · BOEING · EMBRAER · LIEBHERR · MTU Aero Engines · RUAG · SAAB · UTC Aerospace Systems

HEAVY MACHINERY

CATERPILLAR · CLAAS · CNH INDUSTRIAL · JOHN DEERE · KOMATSU · MAN · SCANIA · VOLVO

ENGINEERING

HARLEY-DAVIDSON · SIEMENS · PACCAR · PEUGEOT · Ingersoll Rand · Nestlé · KOHLER · VIESMANN

HIGH TECH

Lenovo · HITACHI · CITRIX · CISCO · MOTOROLA · Qualcomm · NXP · Hewlett Packard Enterprise

FINANCAL

Moody's · PayPal · TRANSAMERICA · Capital Group Companies · WELLS FARGO · Humana · usbank · citi

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