Turn 'Huh?' Into 'Aha!'

Cost Effective and Accurate Localization and Translation

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Localization isn't a Choice; it's a Necessity.

A recent study found that 87% of consumers wouldn't buy from an English-only website. Translation bridges the language barrier, but localization adapts content to make it more meaningful and relevant to a foreign market.

And it isn't just about getting your message into the local language - it's about doing it accurately, cost-effectively, and at scale. But without the right governance, both translation and localization are at risk of costing your business valuable time and money.

When the original text is hard to read and understand, or you have three different words to describe the same part of your product, the translation of the content will lead to inconsistencies, higher costs, and longer review cycles.

That makes it impossible to write and translate better content, faster. So how do you not only translate your content accurately and consistently, but align all your content to a tone of voice that reflects cultural nuances?

Acrolinx: Better Content. Faster.

So what is Acrolinx? Acrolinx is an AI powered platform that helps you write better content, faster, and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and analyzes the performance of your entire content operation.

For the purpose of localization and translation, you can customize your Acrolinx guidelines to make sure your sentences are short, clear, and readable. Even if you're using translation memory, Acrolinx helps with consistent use of terminology, which is important for rapid translation and localization that doesn't cost a fortune.

Consistent Terminology for a Better Customer Experience

Acrolinx supports your overall globalization strategy with sophisticated terminology management. By using consistent terminology, you create a unified style and language across your products. Make sure that service, support, marketing, and development all speak the same language that users can build a relationship with.

Acrolinx makes it easy to improve your customer experience and internal training with content. It allows you to:

1. Make your terminology accessible to everyone in your organization.

2. Connect the Acrolinx terminology database to your external database (e.g SDL MultiTerm) to check terms.

3. Discover new terms in the Sidebar and submit them for review

4. Review terminology in the Terminology dashboard and set preferences for how and when to use certain words and phrases

5. Manage and update your Terminology in multiple languages and apply the changes instantly across your entire enterprise.

Acrolinx is the difference between an okay translation, and a translation that speaks in the same voice your audience does.
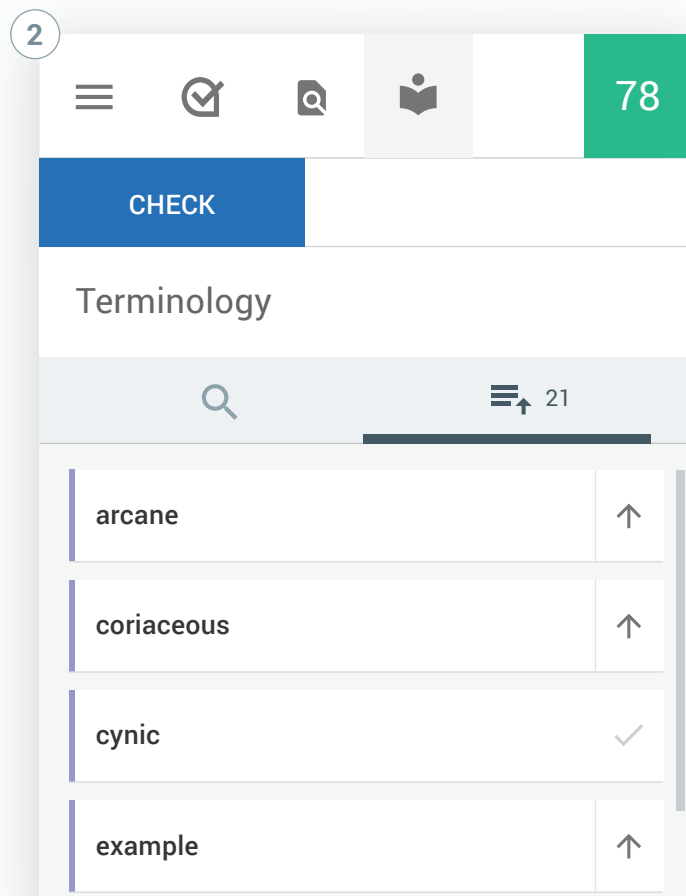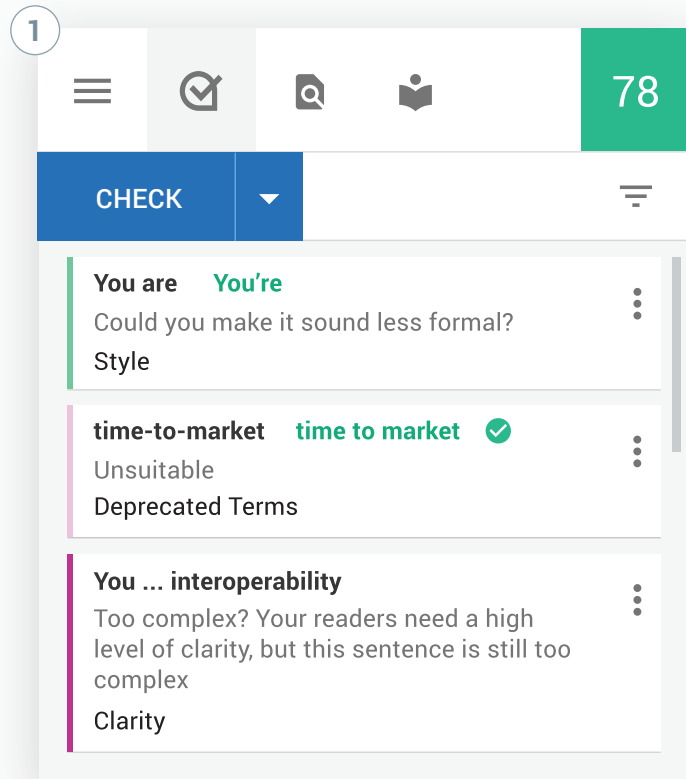
Capture New Terms and Keywords While Creating

You can connect Acrolinx to import terminology from most terminology databases. These could include:

- SDL MultiTerm
- SDL WorldServer
- Kaleidoscope
- XTM International
- GlobalLink Term Manager
- Smartling
- memoQ
- Across (crossTerm)
- TermWeb

Then, within Acrolinx you'll manage your Terminology settings and configure the kind of guidance your writers receive.

1. The Sidebar guides writers to use your preferred words and phrases, by highlighting the place in the text the word appears and suggesting the preferred variant in a card.

2. Acrolinx users access the Terminology Tab in the Sidebar. There, they can view a list of discovered terms and opt to contribute discovered terms to the company's terminology database. These terms then need to be reviewed by your Acrolinx administrator, in-house linguist, or head of content to become official term.

1

78

CHECK ▾

You are **You're**
Could you make it sound less formal?
Style

time-to-market **time to market** ✓
Unsuitable
Deprecated Terms

You ... interoperability
Too complex? Your readers need a high level of clarity, but this sentence is still too complex
Clarity

2

78

CHECK

Terminology

🔍 ☰↑ 21

arcane ↑

coriaceous ↑

cynic ✓

example ↑

Consistent Terminology Across Your Enterprise

1 The Acrolinx Terminology dashboard is the place where users can look up the guidelines around using specific words and phrases. Managers and Acrolinx administrators can review contributed terms, and get an overview of how many terms exist in each language you write content in. You can import and export terms, and customize your terminology to include duplicate terms or create custom fields and lists.

1

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Home		Terminology
Servers		
Maintenance		
License		

Search or create 🔍 ⊕   ● Term   ○ Concept

Your database contains 2.434 terms.

Users

Terminology

Status	⋮		Language	⋮		Domains	⋮
▼ Proposed	26		▼ English			▶ Demo, Inc.	191
⤷ Proposed_from_search	1		en-US	Collapse all		▶ Switches	122
Deprecated	480		en-GB	**Open all**		▶ Drucker	16
Admitted	57		Deutsch	Sort Up		▶ Plain English	435
Preferred	814		Français	Sort Down	24	▼ Medical	579
Unprocessed	592		Italiano		2	⤷ Pharmaceuticals	232
Provisionally processed	1		Español		0	⤷ Medical Dictionary	171

Search Filter

Customization

Import & Export

Reuse

Analytics

2 For every term, you'll set the status of how it should- or shouldn't be used. Some words and phrases are overused, and you want to avoid using language customers find boring. Sometimes it depends on the context, so you can afford to be specific with how certain words are used.

2

← **Machine Learning**

✓ Language: **English**   Concept: **Medical**

GENERAL   CONCEPT   SYNONYMS & TRANSLATIONS   LINKED TERMS   CUSTOM

Name
Machine Learning

Status
preferred

Language
en

☐ Check Inflections

☑ Head Term

Proposed

Deprecated

Admitted

Unsuitable

Context-dependent

Preferred

Non-term

Word to inflect

● Machine   ○ Learning

The Right Words Across All Your Teams

PRODUCT AND DEVELOPMENT:

The way you talk about your product or service behind the scenes will always be different than the way you present it to customers. It's important that your product uses consistent terminology, to improve the user experience and help customers succeed with your product. Especially when 80% of the top 5 countries downloads and revenue in Google Play are non-English speaking countries. Plus, it sets the precedent for aligned communication at different stages of production.

MARKETING:

Marketing content is full of culturally relevant nuances that aren't always easy to adapt to a global audience. Sometimes it pays to be more formal or less formal, depending on the culture. A research firm reported that 86% of the localized campaigns outperformed the English campaigns in both click-throughs and conversions. Manage your terminology to set context-dependent terms and make your marketing content jargon-free and easier to translate.

CUSTOMER SUCCESS:

What happens when you need to look under the hood, but you find instructions on how to open the bonnet? They might be two words for the same thing, but it makes translation much harder. One variant will always be preferred, depending on your audience. Acrolinx helps you avoid inconsistent terminology that's confusing for customers, to reduce the number of support requests.

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.

Award-Winning Platform

We're proud to serve some of the most recognized brands in the world, and humbled to be recognized with numerous industry awards for great platform and service.

We Serve the World's Greatest Brands

SOFTWARE
amazon | facebook | Google | IBM | Microsoft | salesforce | SAS | vmware

HEALTHCARE
Agilent Technologies | Dräger | GE Healthcare | illumina | Medtronic | PHILIPS | Roche | SIEMENS

AEROSPACE & DEFENSE
BAE SYSTEMS | BOEING | EMBRAER | LIEBHERR | mtu | RUAG | SAAB | UTC Aerospace Systems

HEAVY MACHINERY
CATERPILLAR | CLAAS | CNH INDUSTRIAL | JOHN DEERE | KOMATSU | MAN | SCANIA | VOLVO

ENGINEERING
HARLEY-DAVIDSON CYCLES | Ingersoll Rand | KOHLER | Nestlé | PACCAR | PEUGEOT | SIEMENS | VIESSMANN

HIGH TECH
CISCO | CITRIX | Hewlett Packard Enterprise | HITACHI | Lenovo | MOTOROLA | NXP | Qualcomm

FINANCAL
Capital Group Companies | Citi | Humana | Moody's | FM Global | TRANSAMERICA | usbank | WELLS FARGO

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