



content rules™
the global content experts™

Are You Global Ready?

CONTENTRULES™ GLOBAL READINESS IS PROVIDED EITHER IN THE CLOUD OR AS A TURN-KEY SERVICE, DEPENDING ON YOUR NEEDS.

The Problem We Solve

The companies we work with are going in only one direction. Global. Virtual. Extending their boundaries to allow work to be done from anywhere at anytime. And as they do, branded content is increasingly being created by disparate groups around the company and around the world.

There's nothing problematic in this trend—by itself. Except that problems often arise when it comes to controlling the quality of the content, enforcing compliance with brand standards, and reigning in escalating localization costs.

The Global Readiness practice here at Content Rules attacks the problem head on: using state-of-the-art technology and an advanced linguistic engine powered by Acrolinx, our technology partner. This linguistic engine works behind the scenes to scan your documents, compares the terms it finds with a custom lexicon Content Rules develops just for you, and then suggests the appropriate substitutions. Additionally, the product includes built-in best practices as it collects and applies 90+ style and grammar rules from style guides provided by Global 2000 companies over the years.

Results Achieved

- Save up to 40% on localizing your content
- Improve the quality of your branded content
- Enforce compliance with brand standards
- Reduce time to market

content rules reduces the cost of globalizing your content, so you can expand your brands' footprint into more markets.

Implemented in the cloud, ContentRules™ IQ targets companies with an in-house team, reducing the cost of localizing content by up to 40% while providing strict control over content quality and brand standards.

Products:

Global readiness in the cloud

- *Cut cost of localization by up to 40%*
- *Improve quality*
- *Enforce brand compliance*
- *Reduce time to market*

Turn-key Services:

For those customers who don't have an in-house team, Content Rules provides the people and expertise needed in four areas:

- *technical documentation*
- *training development*
- *marketing collateral*
- *global readiness*



content rules™
the global content experts™

www.contentrules.com
408.395.8178

© 2011. Content Rules, Inc. All rights reserved.

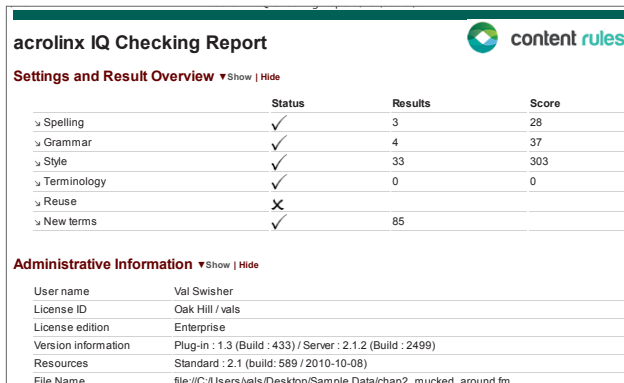
Getting Started

Our onboarding and implementation path is fast and easy. Most clients see results within 7-14 days depending on the number of documents they need to make Global Ready.

Before we implement, Content Rules consultants work with you to gain an in-depth understanding of your needs so you can calculate an ROI for the project.

Free Global Readiness Evaluation

At the heart of the ROI calculation is a free global readiness evaluation. The methodology is easy to understand. We take about 100 pages of your content and run them through our technology. Our natural language processor then produces a report.



acrolinx IQ Checking Report			
Settings and Result Overview			
	Status	Results	Score
Spelling	✓	3	28
Grammar	✓	4	37
Style	✓	33	303
Terminology	✓	0	0
Reuse	✗		
New terms	✓	85	
Administrative Information			
User name	Val Swisher		
License ID	Oak Hill / vals		
License edition	Enterprise		
Version information	Plug-in : 1.3 (Build : 433) / Server : 2.1.2 (Build : 2499)		
Resources	Standard : 2.1 (build: 589 / 2010-10-08)		
File Name	file://C:/Users/vals/Desktop/Sample Data/chap2_mucked_around.fm		

The report gives us a global readiness score for your content. Next, we evaluate the size of your in-house team, the number of documents you need to make Global Ready, as well as your global footprint – both as scoped today and as you expect it to be in the future.

Together these inputs give us the basis for an ROI analysis that guides us on how to implement Global Readiness in the best manner for your organization.

Two Different “On Ramps”

Many companies are best served by ContentRules™ IQ—our cloud-based product offering—where others have requirements that are best met by Global Readiness as a turn-key service.*

ContentRules™ IQ (cloud-based product)

- Implemented in the cloud—with no servers to buy, install, or maintain—and no IT people to cajole into setting up or administering the system!
- Monthly subscription fee
- Includes assistance with onboarding, training, and building of custom lexicon
- Designed for companies with an in-house team
- Powered by Acrolinx IQ – a cutting-edge linguistic engine with built-in intelligence

ContentRules™ Global Readiness (turn-key service)

- Implemented as a turn-key service – we take our people and expertise, and apply it your documents
- Priced on a project basis
- Powered by people at Content Rules trained in using Acrolinx IQ – a cutting-edge linguistic engine with built-in intelligence

Who Is Implementing Global Readiness?

Global Readiness is a relatively new practice area for the documentation/localization industry as a whole. Clients are finding that an early partnership with Content Rules for Global Readiness is a significant competitive advantage, one that saves them money and, perhaps more importantly, decreases their time-to-market.

*Enterprise licenses for the Acrolinx IQ software suite are also available through Content Rules, Inc.



www.contentrules.com
408.395.8178

© 2011. Content Rules, Inc. All rights reserved.