



# **CONTENT** 2019 **CONNECTIONS**

## **Adopting and Embracing Content and Brand Governance at Citrix**

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# Citrix Product Documentation

@citrixdocs

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## Citrix Product Documentation

Product Documentation site is the home of Citrix documentation for IT administrators and developers.



### Networking

- Citrix ADC
- Citrix Application Delivery Management
- Citrix Gateway
- Citrix Intelligent Traffic Management
- Citrix SD-WAN
- Citrix Secure Web Gateway
- Citrix Web App Firewall



### An

Citrix Analytics

All Products



# Agenda

**What is Citrix?**

**Team history and background**

**Starting up with Acrolinx**

**Check-in with our Acrolinx user community**

**Lessons learned**

**Goals for 2019 - 2020**

# What is Citrix?

- Founded in 1989, providing remote access computing
- Provides server, application, and desktop virtualization, networking, software as a service (SaaS), and cloud computing technologies
- Headquarters in Fort Lauderdale, Florida USA
- 8,000 employees worldwide
- R&D centers in USA, UK, India, China, Greece, Czech Republic



## Team background

- [docs.citrix.com](https://docs.citrix.com) is the home of Citrix product documentation (commonly called admin guides)
- Business-critical for tech support and partners
- Develop and publish admin-facing documentation for 15 products and all related components
- More than 50 content contributors (technical authors) distributed globally (China, India, UK, Czech Republic, USA), co-located with engineering teams
- Localization into as many as 8 languages, depending on product

# Authoring and governance background

- Two divisions. One division had an editor until 2010. The other division had a technical editor until 2017.
- The divisions couldn't agree on a common style guide.
  - “We use Microsoft. That's the corporate standard.”
  - “We have a different use case. Microsoft doesn't work with hardware. Hardware requires a different set of guidelines.”
- Each editor supported approximately 20 authors.
- Too much content and too many authors for editors to cover.
- Turnaround times for different geos and time zones were disruptive to the content development process.

# Life without editors

- Managers provided what support they could
- Authors often left to their own devices
- Non-native English speakers sometimes struggled
- Stakeholder “experts” dictated style
- Managers had to spend time on low-level copyedits rather than focusing on substantive or developmental edits

# Inconsistency



# Errors

# Localization impact

# Dissatisfied customers

# Enter Acrolinx

Automated, on-demand editing



From there, it was a  
choir of angels, right?

Not exactly...

## Immediate big wins

- Struggling authors became successful
- Managers and leads focused on substantive edits
- Turnaround times improved
- Objectivity helped reduce number of iterations with engineer and marketing contributors



# Meanwhile, in the wider team



Authoring tool issues



Poorly understood terminology guidelines



Style guide



Difficulty understanding Acrolinx

# Unhappy users



**We had to fix it.**



## Optimization project

- Formed Acrolinx masters—a group of peer experts
- Engaged Acrolinx to help fix configuration problems

# Acrolinx masters



## Optimization project

Too many  
terms

Admitted  
terms

Checking  
profiles

KPIs and  
reporting

False flags

Guidance



**Things got better**

# Increased utilization



# Greater compliance





# Things still just didn't seem right

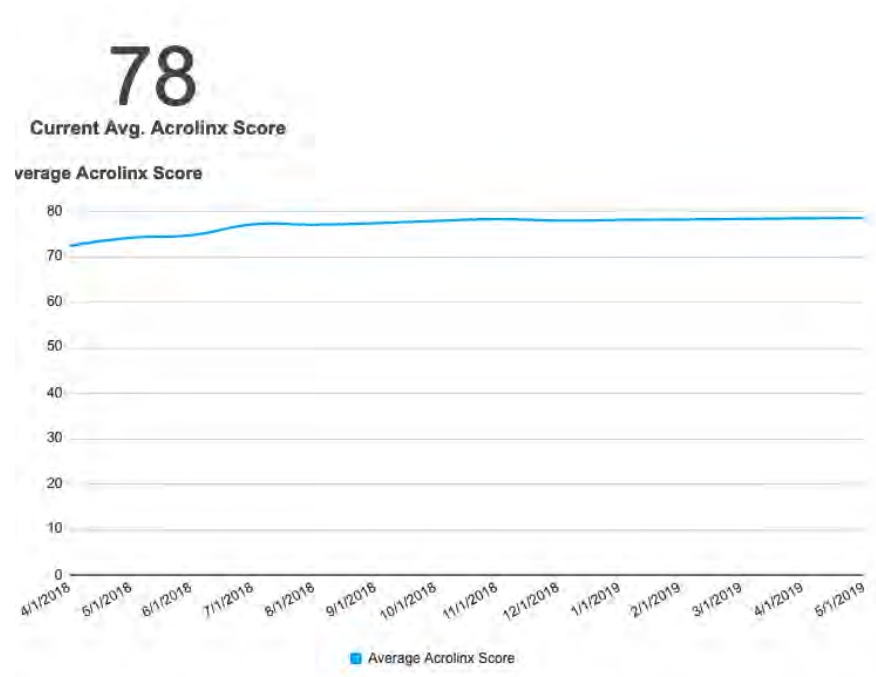
Content published with numerous errors

Utilization seemed low

Continued author struggles

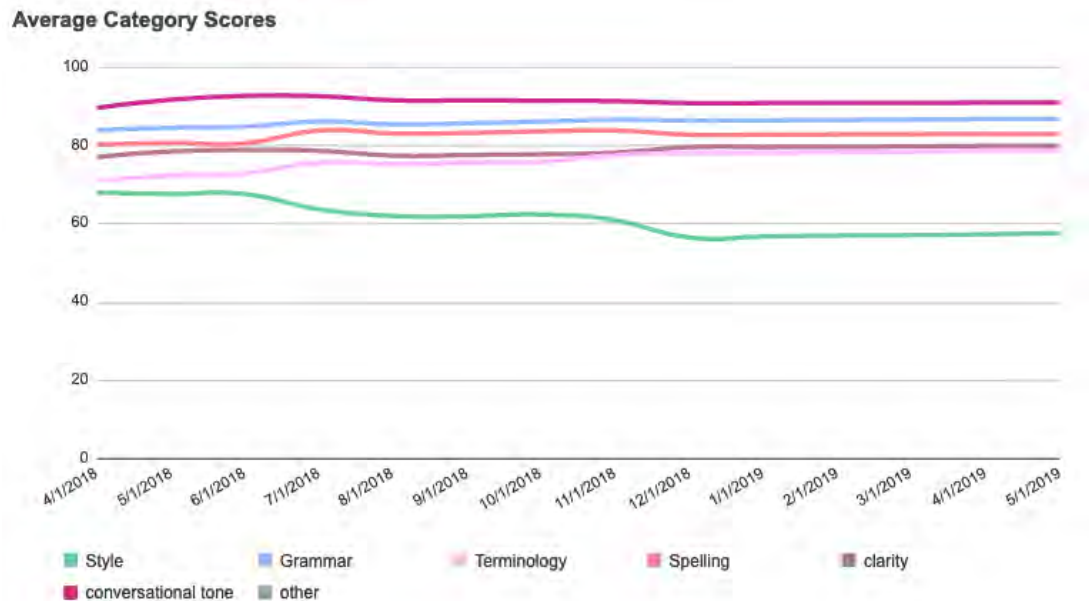


# Overall average, one year trend



# Average category scores, one year trend

Style score decreasing





## Reevaluation

- Survey the user community
- Survey managers
- Make improvements

# User community survey results

- Surveyed 50 authors
- 33 responded
- 100% of respondents reported finding Acrolinx useful (in varying degrees)
- Many author frustrations were education or training issues
- Some enhancement requests
- Some configuration issues

# Acting on survey results

- Reported results to authoring community
- Included training, education, and information
- Reinvigorated our Acrolinx masters peer coaching
- Reached out to Acrolinx for guidance

# Controlled experiment

In progress

- Working with two authors
- Selected KPIs and established pre- and post-effort measurement dates
- Early returns encouraging
- One early lesson learned: work one-on-one with authors who struggle and with peer coaches

# Lessons learned



ROLL OUT WITH BARE  
ESSENTIALS FOR  
TERMINOLOGY



START WITH A SMALL  
GROUP OF USERS



MAKE USER ADOPTION A  
HIGHER PRIORITY THAN  
DEMONSTRATING RESULTS



STAY IN TOUCH WITH THE  
USER COMMUNITY

## Goals for 2019 - 2020

Greater  
utilization

Automation

Dashboards  
for executives

Author  
outreach

Encourage  
expansion



**CITRIX®**







Thank you!

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