



MHP and Acrolinx have been official partners since January 2023.

PRESS RELEASE
Acrolinx and MHP form partnership

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Increase the quality of the content, Improve processes

- Software company Acrolinx and management and IT consultancy MHP enter into partnership
- Development of a consulting approach for a holistic content supply chain of a company, the "Content Impact Maturity Model" (CIMM)
- MHP is responsible for system and process integration, Acrolinx is technology provider

Ludwigsburg - How exactly does a company stand out from the other 400 million active websites and the mass of information and competitors in the market? The answer is: content. Content that creates meaningful interactions with customers in the most targeted way possible and contributes to a positive customer experience. This, in turn, leads to higher engagement and, as a result, higher conversion. At the enterprise level, it is a major challenge to align any content that is created and played out along the customer journey. It is not easy to effectively manage content creation so that terminology and writing style are adhered to and consistent across the organization.

The management and IT consultancy MHP provides a suitable consulting approach for this challenge as well as the necessary expertise in the areas of strategy, process optimization, and system integration to help customers design their content more effectively and produce it more efficiently at the enterprise level. With the consulting approach developed by MHP, potential for improvement along the entire content creation process can be identified and qualitatively - measurably - improved with the use of technologies from Acrolinx.

Dr. Robert Marek, Partner at MHP: "The automated generation of uniform content is one of the top trends in the field of customer experience. Together with our partner Acrolinx, we offer our customers the optimal overall solution consisting of specialist CX expertise and a technically leading platform."

MHP has already worked successfully with Acrolinx to develop the Content Impact Maturity

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Model (CIMM). This is a consulting approach that enables the holistic content supply chain of a company to be considered and measures to be derived that lead to higher quality, more effective content and more efficient processes.

The CIMM was first presented in October 2022 at Tekom in Stuttgart, the world's largest trade fair for technical communication.

About Acrolinx and the partnership with MHP

Acrolinx is a SaaS provider based in Berlin that offers an AI-based enterprise software solution to help companies create more effective and impactful content and produce content more efficiently. Since September 2021, Acrolinx and MHP have been working together on a joint project for a large German automotive company. While MHP provides consulting services regarding system and process integration, Acrolinx is the technology provider.

Further content can be downloaded at www.mhp.com/newsroom. Further information or interviews with MHP's experts are available on request at any time.

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The trees are vibrant green, with some catching the light to appear yellowish-green. Two cars are visible on the road, one in the distance and one closer to the foreground. The overall scene is serene and natural.

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About MHP

As a technology and business partner, MHP digitizes its customers' processes and products and supports them in their IT transformations along the entire value chain. As a digitization pioneer in the mobility and manufacturing sectors, MHP transfers its expertise to a wide range of industries and is a premium partner for thought leaders on their way to a Better Tomorrow. MHP serves over 300 customers worldwide. Among them are leading corporations, innovative medium-sized companies and disruptive start-ups. MHP provides both operational and strategic consulting and delivers proven IT and technology expertise as well as specific industry know-how. As OneTeam, MHP operates internationally, with headquarters in Germany and subsidiaries in the USA, UK, Romania and China. For over 26 years, MHP has been shaping the future together with its customers. More than 4,000 MHP employees are united by the demand for excellence and sustainable success. This aspiration continues to drive MHP - today and in the future.

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