THE ROBOTS ARE COMING
Do you **speak robot?**

HOW CAN I HELP?

THE PROBLEM

We need to do more with content

Many businesses have not yet taken action to adapt their content development processes for emerging AI-driven technologies. Simply creating more content to support more channels is not the answer. We must do more with the content we already have.

$500 BILLION
Size of the connected Intelligent Industry of products, operations and services.

[Adobe DITA World 2021]

BY 2023
When AI-powered voice assistants is forecast to reach 8 billion worldwide.

[Statistica, 2019]

15%
Of client interactions were handled by AI in 2021—up 400% from 2017.

[Gartner, 2019]

THE SOLUTION

Intelligent microcontent

Microcontent is the next step in your journey from documents and topic-based structured authoring to more precise, flexible, findable, and consumable content components that can feed intelligent machines. Content transformation leads your organization into a future powered by incredible advancements in content management and artificial intelligence.
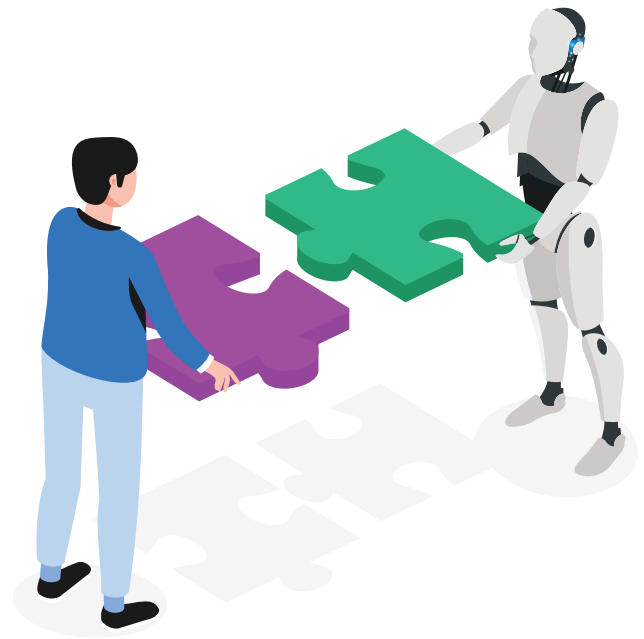
Intelligent Microcontent
Optimized for digital delivery and machine consumption

Transforming Your Content
Planning, organizing, and writing standards

Unstructured Content
Hard to read and use

It's time to get your content **future ready**

precision content

precision content

+ *trust in your content*

ABOUT US

Precision Content is a full-service content management consultancy specializing in high-value structured content. Our expert team helps make your information easier to use and maintain with our research-based writing methods and best-in-class technology. We were named one of the top 100 companies that matter most in the digital content industry in 2019 by EContent Magazine.

How we help you

Services

Supporting you at every step:

- Consultation
- Strategy
- Architecture

Technology

The right tools for the job:

- CCMS
- Workflow
- Publish

Content

Standards to help you scale:

- Transform
- Train
- Support

THE PRECISION CONTENT® WRITING METHODOLOGY

It's all about how you write the content. Our Writing Methodology provides clear rules and guidelines for how to write topic-based content. The content doesn't just become DITA after application—it is completely transformed into clearly written content that is highly usable, readable, and findable, and is ready for what's coming next.

Bring the power of structured content into your organization.
Be first. Be innovative. Be ready.

Book us for a conversation today at
https://pcas.info/small-talk

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