Exabeam Writing Style
Quick Reference Guide

Exabeam uses the Associated Press (AP) Stylebook for written material.

We’ve put together this short and handy quick reference guide with Exabeam-specific style notes you may refer to frequently.

You can also find the full Exabeam Style Guide here.

Headlines
Headlines are initial caps for all words that are not articles. When there is an article four letters or more the word is in caps. For example, “How an Airline Solves Unique, Non-Security Use Cases With Exabeam’s Analytics”

Subheads
Subheads are sentence case with only the first word and proper nouns in uppercase. (We are transitioning so you may see title case usage in older articles and materials.) For example, “What you need to know about the Capital One breach”.

Dashes
Em-dashes are tight, no space on either side. Dashes denote an abrupt change in thought in a sentence or an emphatic pause: “Below are some sample queries you might use to examine suspicious initial access, privilege escalation, lateral movement, and exfiltration—a typical attack chain to steal customer details or intellectual property.”

Dashes are also used when a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase: “Exabeam’s security solutions—unlimited data collection, machine learning, AI and analytics for modern cyber threat detection and response—are built to work with your existing SIEM so you can leverage your investment.”

En dashes are used to offset items in a bulleted list with their descriptions. For example:

- List item – This is the description of the list item.

Also, use en dashes to represent a span or range of numbers, dates, or time. For example, “The 2001–2019 season was our best yet.” “You will find this material in chapters 8–12.”
**Hyphens**
Hyphens should not be used interchangeably with dashes. They should only be used to create compound modifiers. For example, eye-opener, check-in, free-for-all.

**Commas**
Omit the comma before the last item in a simple list per AP Stylebook. For example, “Joanna, Sarah and Anu”

*Note: The docs team always uses the Oxford comma. For example, “Joanna, Sarah, and Anu”*

Use a comma before the last item when a list includes a conjunction such as “and” in the terms separated by commas. For example, “Log monitoring includes aggregating security events and alerting on invalid and multiple login attempts, port scans, and privilege escalation.”

**Product names**
First use: Exabeam + Product Name, e.g., Exabeam Data Lake.
Second use: Product Name in initial caps, e.g., Data Lake.

Product names should not be shortened to acronyms. For example, Exabeam Advanced Analytics should not be shortened to AA. Spell out product names when referring to them.

The only exception to this rule is Exabeam Security Management Platform. It can be shortened to SMP but only after the first mention, which should include the acronym in parentheses.
First use: Exabeam Security Management Platform (SMP)
Second use: Exabeam SMP

Don’t use a possessive for Exabeam when referring to the company’s products. For example, use Exabeam Advanced Analytics, not Exabeam’s Advanced Analytics.

Use a possessive when referring to a type of solution. For example, “Exabeam’s incident response solution”

**Acronyms**
Terms that precede an acronym are lower case unless it is a proper noun. Example, user and entity behavior analytics (UEBA); Exabeam Security Management Platform (SMP)
Common acronyms don’t need to be spelled out, like HIPAA, SSD, http and others.

**Numbered Lists vs. Bulleted Lists**
Use numbered lists if you are writing an ordered list (actual steps, a series of phases, etc.), such as:
1. Create a blank document.
2. Draft your document.
3. Publish your document.
Use bulleted lists if you are writing an unordered list, such as:
• Feature list
• Directory list
• Grocery list

**Commonly-used words** (using AP and then Merriam-Webster)
email
end user
endpoint (security)
crypto mining (or cryptocurrency mining)
cryptocurrency
cryptojacking
cyberattack
cyber security
internet
internet of things
machine learning (open, no hyphen as noun or verb)
on premises (or on prem noun; hyphenated as a verb “on-premises security solution”. Do not use “on premise”)
ransomware
Trojan horse

**Writing Style**
We strive to maintain the following style points:

- Write in active voice, never passive
- The more concise, the better. Longer sentences force most readers to give up or get frustrated.
- Create lists and tables wherever possible, rather than longer/bulkier paragraphs or walls of text.
- Do not use gender pronouns (he/she), but rather “they”. Or, refer directly to the reader (you).