

# GET EVERYWHERE FAST

**5** WAYS TO ACCELERATE  
GLOBAL CONTENT DELIVERY

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# Get Everywhere Fast

## 5 Ways to Accelerate Global Content Delivery

This guide will help you understand how to enter global markets faster and engage new prospective clients successfully.

## You know changes are coming.

The market opportunities available across the globe are massive and continue to grow. It's more important than ever to reach your customers in local markets on their schedules. Your global success depends on your ability to deliver instant, high-quality multilingual content to all your target marketplaces.

### Easier said than done!

Your content comes from different teams spread around your office, around the country, or even around the world. File formats and applications can vary for different scopes and purposes, as do your company's processes. Changes and updates may happen weekly or daily. In fact, the process of producing, managing, and delivering quality multilingual content quickly can become a real nightmare. The old ways of getting it done simply doesn't cut it.

### ASK YOURSELF:

- Can you **deliver** multilingual content on time to your international customers and prospects?
- Can you **reach** all your global markets simultaneously?
- Are your **globally** distributed teams collaborating or working as silos?
- Are you using technology **to speed up** your multilingual content delivery processes?
- Is the **technology** seamlessly integrated within your existing content and marketing systems?
- Are you **protecting your brand** out in the world?

You can no longer afford to have anything less than clear answers to these questions. Any enterprise that expects to operate in new markets must have a **global content strategy** that considers all content "to be managed, analyzed, modeled, developed, localized, translated, delivered, and eventually sunsetted, in multiple languages."

"Going global expands market presence and increases revenues; to do so effectively, companies must internationalize their products. Quality translation and localization goes far beyond simply replacing words in the source language with their corresponding terms in the target. ...At a corporate level, all departments involved in a product's lifecycle must collaborate and cooperate to ensure productive translation and localization outcomes." (Mermel, 2015).

Whether you're a manager in a sales and marketing organization or the VP of an upward bound company, the goal is getting the right content to prospects in new markets. Without a comprehensive strategy for this content, your problems will only multiply and compromise your brand consistency.

# The Essential Global Content Strategy

Perhaps your company is one of the brave pioneers that are beginning to devote resources to “building up their own dedicated content libraries, rather than simply sponsoring posts and repurposing content.

From Netflix’s original shows to viral short films produced everywhere, brands are owning their own content, which means there’s always more to translate and localize. “And the trend isn’t stopping any time soon”; as of 2015, 75% of marketers were planning to increase content production by at least 15 percent.

Although the importance of content is clear, enterprises’ process and method of scaling production are not. In fact, 70% of marketers lack a consistent or an integrated content strategy and only 37% said they were effective at content marketing. It’s important to understand how your global content strategy relates to how you handle your technical content as opposed to your marketing and web content. Strategies for the latter two types might already be well established in your company. But you’re going global. Creating a strategy without considering

the rest of the world can only harm your customers as well as your company, by “causing the company to spend way too much money for translations that are mediocre and slow to market.” (Swisher, 2013)

Organizations that neglect this crucial activity develop a lack of ownership and face duplicated effort, wasted time, and widespread confusion — even when projects go right. Without clear goals, stakeholders and leaders alike become disengaged, and employees focus on finishing tasks quickly rather than meeting long-term goals. (Vijayalaxmi, 2016) People resist change in favor of the familiar, and localization just seems like extra work for front line employees.

**60% of consumers feel more positive about a company after reading custom content on its site.**



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## The Cut And Paste Era Is Over

Perhaps your company has chosen a conservative group of seven languages to begin your expansion. Managing the project of translating and localizing your website might seem reasonable — at least until you start getting updates from your local teams.

The important questions are:

- Is your marketing team already planning that big social push complete with video and podcasts?
- Can you afford to skip or be late in any of the seven new languages?
- Are you really relying on email to track all updates, corrections, authorizations, and status changes?
- Does anyone know how much you are spending?

**You can see why the cut-and-paste era is over.** If you're spending \$50,000 annually for an overwhelmed project manager to manually track your content through a bursting email inbox, it's past time to automate. You need a more responsive system that not only streamlines those updates, but also recognizes that some projects like websites never reach completion; rather, they live on and must be maintained.

Your content needs expand further when you recognize that incomplete localization won't win over new audiences. Even among prospects who speak English, a recent survey found that many lack confidence in their reading skills and avoid English-language websites. They spend less time during visits "and may not buy products that lack instructions or post-sales customer support in their language. In summary, we found that more local-language content throughout the customer experience leads to a greater likelihood of purchase." (DePalma et al., 2014) You have to be comprehensive and you only get one shot.

# 10

## Key Questions to Ask Before You Create Your Multilingual Content Strategy

Expanding market presence and increasing revenues is not like playing the Risk strategy board game. Simply having the budget and a boss who agrees with your ideas does not mean your entire organization is ready.

Delivering multilingual content to international audiences can turn out to be truly painful if you underestimate the complexity and treat the localization process as an afterthought. Instead, make sure you understand your global business goals. Make sure you can answer the following questions for yourself and your organization.

1. **Which target markets do you want to reach?**
2. **Have you done proper analysis and research?**
3. **Which languages and locales are strategically more important for your business?**
4. **Which content has the highest priority?**
5. **Is your marketing model centralized or decentralized?**
6. **Do you have the right technology to support fast and automated global content delivery?**
7. **Is your team creating content with globalization in mind?**
8. **Do you have enough in-house staff to allocate to the localization process?**
9. **Which of your local teams can help with in-country review of localized content?**
10. **Do you have a language service provider (LSP) with technology and experience to help you deliver instant, high-quality multilingual content?**



## You Must Centralize All Your Localization Efforts

Traditionally, each local marketing team works with local creative, production, and localization partners to create brand assets and content for local use. This fragmented approach risks brand dilution and inconsistency between markets as well as produces highly inefficient duplication of resource and marketing spend.

When marketing is decentralized, content is often organized by budget owner, whether it's web content, business development, channel marketing, or regional marketing. All your processes can only lose efficiency when overlapping content extends across countries, cultures, and languages. The work of colleagues is duplicated and your global network quickly resembles a bowl of noodles.

### Centralizing the following localization components saves cost and effort:

- Essential technical support and file preparation services
- Desktop publishing centers protects brand integrity in target languages
- Project management and customer support to create a dedicated client account team and single point of contact.

"Moreover, you can make localization much cheaper if you make it a part of the development process at an early stage (and not leave it for the end as trying to implement it too late never ends well for the project). Using appropriate tools such as style guides and translation memories (TMs) won't hurt either." (Wojtas, 2015).

Also consider managing and maintaining your terminology with language assets in one location. Managing copy across separate silos presents risks to message consistency and brand integrity as well as duplicates efforts and processes. A centralized approach can bridge the gap to keep duplication of effort from increasing exponentially along with the number of target languages and offers the following advantages:



- Avoid numerous glossaries per region and recognize company terminology as the key asset
- Ensure company terminology and brand messaging is consistent across regions
- Minimize review effort for your in-country teams and reduce overall translation spending
- Leverage translated content, regardless of format, to reduce the scope of work, costs, and turnaround times.

At higher levels, **centralizing your globalization strategy** will allow your company to prioritize languages and content for your prospective markets with the following benefits:

- Better manage your multilingual content
- Launch multilingual content on time simultaneously
- Save money on translation
- Guarantee adherence to corporate brand and style
- Improve the quality and consistency of content in all languages
- Have happier, more engaged customers
- Sell more in foreign markets
- Avoid headaches, especially for content owners

By now it should be clear why centralizing your efforts and programs are crucial for operating globally. Likewise, succeeding in your global endeavors is next to impossible **without taking advantage of automation.**



# Why It's Important to Automate Your Localization Efforts

In our highly dynamic digital world, you need to reach your customers around the clock. Your localized content must be online simultaneously in all required languages in a matter of hours. With thousands of content marketing platforms and technologies available today to support this instant multilingual content delivery, manual processes such as cutting and pasting translated HTML or XML files are no longer effective.

Most of the common issues that arise when dealing with multilingual content can now be eliminated by automating the entire localization process. Starting from the assumption that every manual step in the translation process is an opportunity for more efficient processing and for error reduction, the following tasks should all be given consideration for automating with the right technology:

- **Manual hand-off of files or content.** Is someone “extracting” content from files and putting it into a file format that is “easier” to translate, such as a spreadsheet? Manually copying and pasting sentences for translation is obsolete because it can be automated. It also adds complexity and risk of error.
- **Manual identification of new or changed content.** Such content can be identified automatically and routed to whoever needs to take action next—typically a translation project manager—or even directly to the translator.
- **Providing spreadsheets or terminology lists** (“glossaries”), which translators are expected to refer to while working on a translation. If they are not already using technology that recommends your preferred terminology as they work, without the extra step of researching in a separate file or location, then the process is not as efficient as it could be.
- **Providing screenshots or other images of websites or documents.** These supplements (hopefully) help the translator determine how the content fits into the overall context of the finished product without asking the project manager, who would have to ask the translation client, who would ask the developers. Today’s solutions can enable the translator to know exactly where all text will be displayed in the final publication, and therefore improve translations by eliminating the time and effort needed to track down an answer and by allowing the translator to provide top-quality translations immediately.
- **Providing screenshots or PDFs to in-country reviewers** to mark up and send back to the translation agency, which will try to find the right place to make changes in the translation. Instead, reviewers (like translators) should be able to see the content in need of translation as the end customer will see it and immediately adjust translations as needed. They are thus likely to find far fewer things to change, as the translator had everything needed to make the translation perfect on the first attempt.
- **Re-packaging and manually returning the translated files** for re-compiling, publishing, or processing prior to publishing.
- **Calling or emailing your translation agency to ask them if the translations will be delivered on time.** Today, you can have access to status information from anywhere you have a web browser even if your translation project manager is on the other side of the world. (Kelly, 2015)

# Automating Content Delivery: A Typical Workflow

Imagine a technology infrastructure that allows you to instantly transfer your content for translation to your language service provider in a fully automated process.

Producing, managing, and delivering multilingual content doesn't have to be a headache. Today's integration of global content/marketing platforms and translation management technology via robust connectors and APIs allows you to select content to be translated in your system within hours.

What you must have:

1. A global-ready content management system (CMS)
2. Connectors
3. Translation management system (TMS)

**Your CMS** is the platform where your teams create, manage, and publish dynamic content that requires rapid, frequent updates. Delivering your multilingual content on time depends heavily on the capabilities of your system to support multiple languages/locales and integration with a TMS.

**Connectors and APIs** can allow you to connect your CMS or virtually any application or site directly to a TMS and entirely automate the task. You can flag your content for localization in your marketing platform in the desired languages and get it back translated within hours - ready for launch. Advanced connectors support automation of selection, transfer, retrieval, and publishing of multilingual content within the CMS platform.

The **TMS** is your service provider's technology platform (mostly cloud-based) that automates translation workflows and project management tasks while enabling collaboration among project stakeholders. It also provides a translation workspace with centralized translation memory and terminology management capabilities. Powerful dashboards provide enhanced visibility on all localization projects, their status, and associated files and communications to ensure control over processes.



**AUTOMATING THE EXPORT AND IMPORT OF CONTENT IS THE SINGLE BIGGEST DRIVER IN CUTTING TRANSLATION TURNAROUND TIMES.**

# TRANSLATION MANAGEMENT SYSTEMS AND PORTALS

Portals and TMSs provide a secure, web-based platform that supports and automates all activities of a translation cycle, including project requests, translation project and workflow management, customer relationship management, invoicing management, preparation of quotes, project file management and quality management. Their features include the following:

## Project management

- Project submission, quote request and approval, notifications
- Real-time visibility and reporting on project status, delivery and financial information
- Online collaboration among all project stakeholders for sharing information
- Document storage and versioning
- Secure 24/7 access to project information, language assets and content files
- Customizable dashboards for better control over processes

## Productivity

- Central secure storage for all project information and data
- A translation workspace with a centralized translation memory (TM) for leveraging existing translations and language assets from previous projects
- Online access to terminology and glossaries to improve language quality and consistency
- Online in-context review capabilities to complete in-country language validation
- Automated linguistic quality assurance capabilities to ensure consistent terminology, accuracy and quality

## Advanced translation tools and technology

The competing needs for faster turnaround, more efficient processes, lower costs and high quality are continually pushing LSPs to develop cutting edge technology to support, automate and streamline multilingual content delivery for their clients. For this reason, investing in a TMS is not necessarily wise for organizations outside of the translation industry. Technology becomes obsolete quickly and staying on top of new tools takes committed focus. Setting up, managing, and maintaining the infrastructure requires a dedicated team. The system can become more of a burden than an asset — especially for organizations trying to bring resources to bear on particular strengths and markets. Fortunately, providers in the translation space already prioritize offering the latest technology along with a variety of services to avoid headaches for their clients. Some LSPs even provide use of their technology for free with service contracts.



# Advantages of Integration and Automation

Employed together, automation and integration bring you whole new worlds of efficiency and capability like:

- **Time to market.** Your organization can't afford to be second when entering a new market. Automating and integrating your localization efforts at every stage of product development enables you to eliminate delays in rolling out new campaigns.
- **Reliability.** Projects, requests and updates are never lost. Ever. Everyone involved in a project can see updates as they happen, and everyone stays on the same page. No one spends time searching for a message that may have been sent to an over-full inbox while someone was out on vacation. And as project tracking approaches effortless, delays are minimized and on-time delivery approaches 100%.
- **Brand consistency, solved.** Collaboration among teams, shared language assets, online in-country review and validation will help maintain and preserve your brand in local markets, building trust and respect with the local consumers.

Super-quick time to market and fluency with every audience are not the only reasons to centralize, automate, and strategize. More than simply helping you survive in new markets, adopting a comprehensive global content delivery program and associated technology offers the kinds of insights and analytics that your company as a whole is desperate for.



# **Best Practices for Adopting a Global Content Strategy**

**Going global can bring your organization huge efficiency and productivity gains. You may also find a new harmony within your organization and you even be surprised at the size of the global impact of your efforts. The following best practices can help get you there.**

# 1 INCLUDE GLOBALIZATION IN ALL CONTENT STRATEGY

Whether you're designing your company's web site, crafting copy for a new campaign, or developing the next must-have app, it's crucial to keep globalization in mind as everyone's end goal. The following list includes general ideas and specific steps to take:

- **Make all brand-driving components as world-ready as possible.** Understanding that translation, localization, and trans-creation will be necessary at a later stage allows you to address cultural, linguistic, stylistic, or technical dependencies early. Check with global experience experts and local marketing teams before and during content creation. It usually streamlines development and deployment, and makes everyone involved more comfortable and adaptable.
- **Agree on globalization guidelines to help creators and developers place their work in context.** Creating and leveraging assets like geo-specific personas, style guides, linguistic conventions, or lists of terms makes it easier to gauge acceptance, as well as the scope of content to translate, localize and trans-create. You'll come much closer to automatically avoiding rework and even embarrassment.
- **Define translation and localization processes to adjust marketing content to effectiveness metrics.** Quality performance of these processes are good indicators of successful local branding and campaign management. Keep in mind that narrative, descriptive content is consumed and rated more subjectively. Don't assume, for example, that a campaign made for Mexico will be effective for Spanish speakers in the USA. Localization tools and assets such as author memories, translation memories, and multilingual terminology tools can also help keep content accurate and consistent. (Herrmann, 2015)
- **Leverage design templates** as much as possible, especially those that work on mobile devices. Avoid maintenance, quality control costs and costs from coding errors by making sure you have the flexibility to handle language expansion for your audiences.
- **When creating graphics, remember to avoid embedding any text.** Ask your graphic designers to create separate text layers to facilitate translation as well as SEO.
- **Remember that search engines give higher rankings to websites that support country codes** – as do many users. It's an apparently small detail that can go a long way toward making your potential customer's experience feel more local. While you're at it, take time to research and implement proper URL structure for multilingual SEO. Geo-location is another tool that will help worldwide audiences find your content.
- **Measure local customer experience.** Assessing and measuring international customer experience should be part of the globalization strategy. You must understand whether global design and content localization have succeeded. "And the related metrics must help measure brand effectiveness as well by addressing common sensitivity drivers that make global campaigns meaningful, appropriate, and memorable." (Herrmann, 2015)

## 2 CONDUCT A CONTENT AUDIT

Early in your globalization effort, you should audit your content. You'll need to locate and understand all the content you're responsible for while clearly identifying content that is being handled by other groups within your organization. Find out who created it and where it resides, understand its media or formats, and define the scope of the content. You'll need to decide which pieces get translated and localized. You'll also need to track it.

If your content management system doesn't already have a robust catalog feature, use a spreadsheet. Record which translation/localization processes the content has undergone, into which languages and markets, who is reviewing it, and which service providers have worked with it. In addition, make sure you know where all your translation memories reside and that your organization owns them — especially if you have more than one translation service provider.

# 3 MANAGE AND ALIGN ALL STAKEHOLDERS TO BREAK DOWN SILOS

If your organization has been struggling with the counterproductive effects and wasted effort of silos, then going global makes their elimination even more necessary. You must ensure that local staff are aware of all the content your company is producing and translating, since you'll need their help with that translation and the valuable in-country review. Further, you need to leverage the translation work of other departments, to save all possible costs and time. And the savings compound when other departments can leverage your translated content and translation memories.

This alignment will help you choose the best localization and translation methods for all of your **content types**. You must see the big picture of your enterprise's efforts and targets to decide whether a particular content piece gets machine translation, crowd-sourced translation, professional human translation, or requires a subject matter expert or even trans-creation or copywriting.

Once a project is complete or a major milestone has been achieved, consider conducting a **post-project review**, internally or with your service provider. Reviewing lessons learned, sharing successes and recognition, clarifying whether expectations were met, and discussing upcoming opportunities are all important for continued improvement and excellence as well as maintaining visibility within your organization.

It may seem obvious to say that the endeavor of going global is rife with change. That's precisely why being proactive about **managing change**, both in business and technology, is a vital practice. Unmanaged and chaotic changes in the middle of a project are expensive. Someone needs to take ownership to decide which updates are worth the cost and, when it comes to workflow, colleagues and service providers need training and support whenever processes are modified.

Be aware that as you enter more markets and platforms, your content volume grows exponentially and analyzing ROI will become necessary for securing budget.



# 4 MANAGE VENDORS CENTRALLY

There's just no way around it, working with fewer language service providers (LSPs) is simpler. Moving your globalization effort to a single vendor can offer more accountability and economy of scale. Staying with a single vendor may even save costs overall, but no matter how many service providers you ultimately partner with, **be sure to manage them centrally**. In addition to keeping an eye on cost and quality, centralized management of (fewer) vendors helps your organization maintain the precious resource of its translation memories.

Consider the following when choosing a service provider:

- Make sure their capabilities fit your project scope including the number of languages
- Identify their ability to scale with you
- Know your priorities: Do you need speed, quality, cost, or expertise in a particular industry?
- Ask for references from past clients (especially those in your industry) or sample translations
- Understand how they measure and manage quality. Is good enough for them good enough for you?
- What supplementary services do they offer? Is there a chance you'll need design, multimedia, or app translation?
- Make sure you understand their workflow and technical capabilities. Also, do they use proprietary platforms or systems?

**Consider a comprehensive outsourcing model for multilingual content delivery.** With this model, your LSP will handle all your global content delivery activities, integrating your content platform and providing the final localized content ready to go live. So you don't need an extended staff of project managers, web, IT, and design professionals. This is even more useful if you have high volume content in many languages that needs frequent (even daily) updates.

**Also, consider your investment carefully.** Platforms vary widely in cost and functionality. High-end service providers tend to expect full partnership and may appear more rigid as your workflow evolves. Other options are free or pay-per-use, cloud-based, and completely flexible or customizable.

# 5 LEVERAGE TECHNOLOGY APPROPRIATELY

It's a best practice in most fields to stay on top of the technology, even when that means knowing when to step back. It should be clear by now that translation technology changes just as quickly as business, and that technology plays a central role in delivering quality quickly. Apart from the actual project work, your content strategy should take into account the following tools:

- Every company going global must use **translation memories** to leverage the content it reuses and the terminology glossaries it creates. In addition to saving money and rework, this is a necessary practice for maintaining consistency in branding and messaging.
- Long accepted as a behind-the-scenes tool to help translators work faster, **machine translation** is starting to see common use as a self-service option for users, even on website front-ends, in cases where not-perfect text is better than no translation at all.
- **Real-time translation** is suited for global customer support. It integrates communication platforms to instantly translate online forums, chat, and blogs.
- **Crowd-sourcing** is a fast, inexpensive way to make the most of any user-generated content that doesn't require reliable quality.

When it comes to technology, the biggest challenges have already been tackled by a service provider. Most global organizations would rather not be involved in the nuts and bolts of translation any more than with their printing vendor or Internet service provider. You will want to understand how the newest systems work and your LSP should offer guidance with support whenever you need them.

# GLOBAL CONTENT DELIVERY. RE-INVENTED AROUND YOU.

Manual processes and management-by-inbox are giving way to cloud technology that streamlines the entire localization process. Global companies are moving to an end-to-end content delivery platform that addresses all people and processes for delivering all their global content, including workflow automation, translation memory, advanced analytics, and seamless integration with content management systems.

Cost, complexity and turn-around time all hit new lows with this approach, while quality is a given. Whether your content lives in a CMS or other source systems, you can connect all your existing content systems in a single solution. These solutions even integrate with existing systems such as Sitecore, AEM, Joomla, Wordpress, Drupal, Magento, Sharepoint and many more. In a few clicks, you can globalize websites or even entire campaigns. Items you flag for translation go into a portal for translation and come out of the portal to be published.

**CONNECT PORTAL** is our innovative cloud-based collaborative translation management solution that lets you manage multiple content sources, formats and target languages in one single platform. Our smart, customizable workflows result in a simpler, smoother translation process, reducing human efforts, saving clicks, and decreasing time spent on your projects. The result? More work gets done faster and more effectively with less investment. **Your global content is delivered faster by 50% or more**, eliminating repetitive manual tasks and freeing up your resources for more strategic work. Sounds too good to be true?

**Fastest time to market.** Automated workflows and streamlined processes across departments, teams and vendors virtually eliminate delay.

**Cost effective.** Use of the technology is free! And features like hosted translation memory let you share approved translations with all vendors and stakeholders to avoid costly markup.

**Consistent.** Easy access to multilingual assets for all vendors and stakeholders ensures unified corporate tone and brand consistency across the globe.

**Maximized.** Pre-built integrations for content management, marketing automation, and other systems, with open APIs and a robust development center.

**Visible.** Easily analyze localization spend, time-to-market efficiencies and ROI with customizable dashboards and reports.

**Tailored and flexible.** Our solution will never lock you into working with a single provider or technology. Instead, it integrates seamlessly into your established workflows, and adapts whenever you change.

Our robust connectors provide an easy integration of your content management system with our translation platform. You can flag your content for localization directly in your platform in the desired languages and get it back translated within hours – ready for launch.

Producing, managing, and delivering multilingual content becomes simple. Our connectors support virtually any CMS, application or website to allow you to instantly transfer your digital content for translation in a fully automated process.

This model is essential for organizations that need rapid time to market and frequent, immediate site updates. It banishes all the pain from environments with multiple content owners, contributors, editors and stakeholders.

**CONNECT PORTAL** requires no up-front purchase and works flexibly around your needs. The platform is fully customizable and can be tailored to your existing working schema. With our connector capabilities, you'll enjoy seamless integration and automation — no matter how complex your needs.

# CONCLUSIONS

If you have been compromising on how much, or when, your content and marketing campaigns get localized for key markets, you have better options. Modernizing your localization process will help you accelerate global growth and engagement.

The benefits, in summary, of going global with a cloud-based translation management portal include the following:

- **Automate** the globalization of content from and to your marketing automation platform, web CMS, and more, as well as the workflows among internal and external teams.
- **Build** your own translation memory, multilingual glossaries and style guides to significantly cut costs and enhance brand and message consistency.
- **Command** greater value from translation service providers. Compare and choose the best for your regions, industries, budgets and timelines, and/or maximize ties with current vendors.
- **Discover** how to create greater efficiencies, ROI, and alignment with your global marketing strategy through real-time reports and analytics.

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# WE CAN SHOW YOU HOW.

Looking for fast, reliable and effective ways to accelerate your global content delivery? Reach out today and we will show you how.

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## ABOUT US

**CONNECT GLOBAL** is a leading provider of premium translation and localization services. We help global firms reach and engage their customers in local markets worldwide faster and better. By combining language and technology expertise of the highest level, we are able to provide accurate, reliable, and high-quality solutions that will help translate the success of your products and service in the global marketplace.

**CONNECT PORTAL**, our innovative cloud-based collaborative translation management solution, provides a secure central location where translation projects can be submitted, tracked, and delivered in real time. Free and accessible online anywhere at anytime, without the need for installation, our portal supports and automates all activities of a translation cycle, from request to delivery. It offers an agile, scalable, and automated solution for managing large scale concurrent multilingual projects.

**CONNECT PORTAL** is the trusted translation technology that global firms around the world depend on to accelerate time to market, drive efficiencies, streamline processes, and reduce costs.

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