

# LIONBRIDGE FOR SITECORE



## Simplify Multilingual Content and Delight Your Web Visitors

An effective website requires diligent management of various multi-application, multi-author content scattered throughout your organization. For today's global companies managing multilingual websites, that complexity can be overwhelming.

If you use Sitecore, you're in luck—the Lionbridge Connector for Sitecore lightens your multilingual content management burden.

### Your Challenges

- Growing volumes of customer-facing content
- Huge backlogs of untranslated content
- Content gaps for critical markets
- Increasing content complexity, including multimedia and interactive content
- Need to balance speed, quality and cost



## More Relevance in More Markets

With the Lionbridge Connector for Sitecore, you can easily create and manage multilingual content from within the familiar Sitecore environment. We built our cloud-based plug-in, which uses an agile content process to enable faster translation, on industry-leading technology. You can set it up quickly and easily, with no special IT support or training.

The Lionbridge Connector automates the transmission of your content between Sitecore and Lionbridge's translation technology, so you can create multilingual websites more quickly and easily. Manage your site in one central language and instantly export and re-import any and all content for localization, so your multilingual sites stay current.



## Optimized Multilingual Content Management

More Sitecore sites connect with Lionbridge than with any other translation company. Choose Lionbridge for Sitecore and master the multilingual web:

- **Enable the Power of Single-Source Publishing:** Reuse the same source content across your digital channels. Edit source content once, then recycle content prior to translation to minimize updates.
- **Simplicity Rules:** Start and manage translation projects seamlessly. Select your content, specify your desired output language(s), and click "translate" to automatically trigger the creation of a new project for Lionbridge.
- **Save Time Every Day:** Eliminate copying, pasting, and other tedious tasks. Highly-automated multilingual content management reduces the burden on your busy staff.



### CUSTOMER STORY

The Thule Group is a global market leader in outdoor and transportation products for active lifestyles. Being a truly global brand, they have a presence in 140 countries and translate their product and online content in over 30 languages.

The close collaboration between Lionbridge and Thule paired with the Sitecore connector enables seamless translation of global content, ensuring a consistent and quality customer experience. Through this partnership, Thule can:

- Facilitate the translation process and effectively translate large volumes of content on a global scale with speed
- Create a central platform to manage digital content for all markets and languages
- Gain visibility into consumer buying behavior and web traffic
- Increase traction for the Thule brand as a key player in the growing active lifestyle space

"Having Lionbridge as a partner is fantastic. They know what the Thule brand stands for and how we want our internal voice to sound. They are on the cutting trends in translation and they have the knowledge to support us."

Alexandra Obradovic, Global Online Content Director, Thule Group

## Solution Highlights

- Deliver an end-to-end global content supply chain
- Simplify and streamline translation projects via a controlled workflow
- Keep multiple language sites up-to-date and consistent
- Reduce localization costs and time
- Increase your ability to respond to local market demand

## One Connector, Endless Connections

Our automated connectors pair with your technology stack and support the full range of Lionbridge Global Digital Marketing Services:

- Multilingual Website Optimization
- Multilingual Digital Campaigns
- Visual Adaptation

## Get Started

Contact us today to talk with an expert and learn how Lionbridge can improve the adoption, usability and success of your global products and services.

[LIONBRIDGE.COM](https://www.lionbridge.com)



Lionbridge is proud to be a Sitecore Platinum Technology Partner. We are committed to delivering the highest quality global marketing experiences for Sitecore customers.

**LIONBRIDGE**