

LIONBRIDGE



THE LIONBRIDGE E-COMMERCE CENTER OF EXCELLENCE

How Lionbridge's e-commerce content solutions provide end-to-end service along every point in the customer buying journey

E-COMMERCE CHALLENGES



We know the pressures associated with multimarket e-commerce delivery

You may have ultra-discerning customers who expect meticulous product descriptions in their native tongue. **You require the utmost quality.**

Or, you may need to translate a large number of SKUs into multiple languages daily to bring your goods to market fast. **You need speed.**

Perhaps you're striving to reduce the cost of your technology and wonder about the alternatives. **You'd benefit from expert guidance.**

With the onset of the COVID-19 pandemic and the resulting digital transformation, online selling has become ubiquitous. So, it's more important than ever to get your e-commerce strategy right. Reaching your global customers via multiple online channels is essential to your bottom line and possibly your survival.

When you partner with Lionbridge's E-Commerce Center of Excellence, get ready to work with problem solvers who are determined to find solutions to all your challenges. One thing becomes quickly apparent.

We're different.

HOW THE E-COMMERCE CENTER OF EXCELLENCE OPERATES

We are unapologetically passionate about retail and consumer goods. We are privy to the latest industry trends. We live for great e-commerce buyer experiences. Most importantly, we're as relentlessly focused on your customers as you are.

Our E-Commerce Center of Excellence experts listen to you and then we advise. Be prepared for the truth. We have the courage to tell you what you need to hear and not necessarily what you want to hear. We are completely transparent.

The truth might involve what your customers are saying about your brand, gleaned from our social listening capabilities. Data from social listening will help you tailor your messages,

so they resonate with your target audiences. The information can also help you identify areas you need to enhance, such as customer service.

We may find inefficiencies in your workflows and figure out how to correct them. Or, we may identify unnecessary spending on technology and help you reduce those expenditures.

What do you have to gain from the expertise of our e-commerce experts? Peace of mind. Customer loyalty. Cost savings. Increased sales. The Lionbridge E-Commerce Center of Excellence adds value to every step in your customers' buying journeys.

| 1 | 2 | 3 | 4 | 5 | 6 |
|--|--|---|--|--|--|
| PRESALES TECHNOLOGY Lionbridge helps the retailer prepare for customer engagement by implementing automation/integration solutions | PRESALES SEEK Lionbridge helps the consumer find the brand by providing keyword research, global SEO and SEM | PRESALES ENGAGE Lionbridge helps the consumer engage with the brand through globally consistent and locally relevant multichannel localized content | SALES BUY Lionbridge helps the consumer make purchases through its dynamic translations of product descriptions and information related to purchasing requirements | POST SALES EXPERIENCE Lionbridge promotes a positive customer experience with the product and brand by translating additional product literature and user material | POST SALES SUPPORT Lionbridge offers customer support through the translation of forums, FAQs, knowledge bases and real-time multilingual chat solutions |

READ ON TO LEARN HOW WE MAKE A DIFFERENCE



THE E-COMMERCE BIG PICTURE



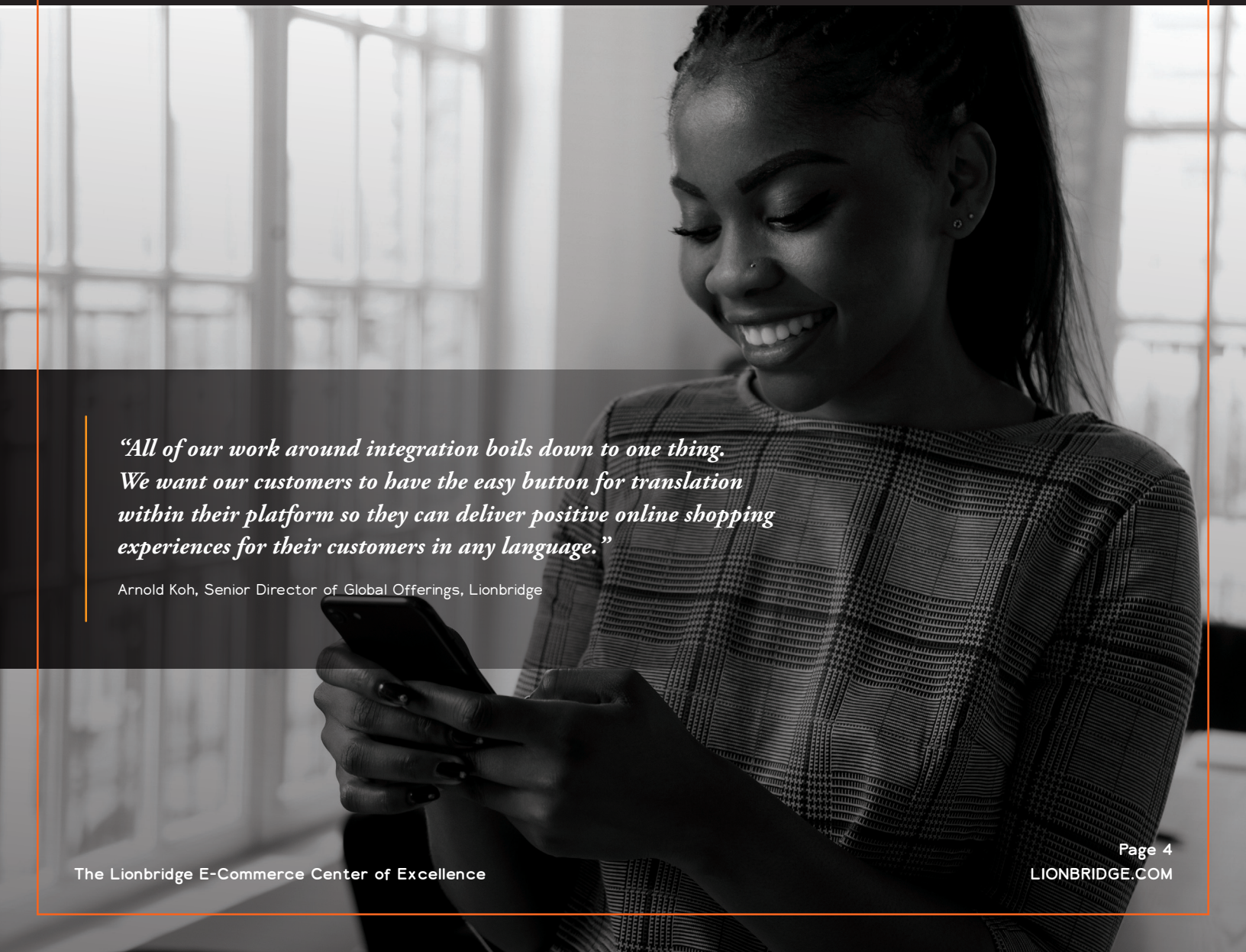
There is no such thing as a one-size-fits-all approach for multimarket, multilingual e-commerce initiatives. Retailers have unique needs to support customers from around the world. That's why we tailor our solutions for each customer. These solutions are based on our deep industry knowledge and our experience working with some of the largest and most iconic global brands.

Being able to deliver solutions for your unique business needs is also why we offer our full suite of services a la carte.

That means you can opt for some or all our offerings. Either way, you can be assured that we can provide every service you need to achieve your e-commerce business goals.

Are you new to localization and not quite sure where to begin? No problem. We'll educate and guide you along the way.

Been in the localization business for decades? Great. Let's get started.



“All of our work around integration boils down to one thing. We want our customers to have the easy button for translation within their platform so they can deliver positive online shopping experiences for their customers in any language.”





Arnold Koh, Senior Director of Global Offerings, Lionbridge

1

TECHNOLOGY PREPARING FOR CUSTOMER ENGAGEMENT BY IMPLEMENTING AUTOMATION

Replace manual tasks with automation to bring products to market fast and get the most out of the partnership with your Language Service Provider (LSP). You can avoid large

technology expenditures when you work with Lionbridge. We invest heavily in technology, so you don't have to. We work within your systems no matter what technology you use.

| PRESALES | |
|--------------------------------------|---|
| THE CUSTOMER JOURNEY STAGE |  <p>Technology—the retailer prepares for the customer engagement by setting up automated processes that will get products to market fast</p> |
| WHAT'S REQUIRED |  <p>Technology that facilitates workflows for the multimarket, multilingual translation process</p> |
| HOW LIONBRIDGE MEETS THE NEED |  <ul style="list-style-type: none"> • Offers integration solutions that are agnostic to technology • Provides connector offerings that integrate with the leading e-commerce platforms, including leading content management systems (CMS) or Product Information Management (PIM) systems • Gives the customer alternative integration options through a REST-based translation API or a Universal File Connector when other connectors are not an option • Includes integration solutions as part of your services |
| BENEFITS |  <ul style="list-style-type: none"> • Efficient workflows that streamline the translation process for enhanced collaboration, speed and quality • Ability to generate sales faster due to increased translation speed • Substantial cost savings compared to other technology solutions that require major investments |

HOW TO ACHIEVE E-COMMERCE WEBSITE TRANSLATION WITH SPEED AND EFFICIENCY

Lionbridge integrates with any e-commerce platform to help you streamline the translation process and achieve e-commerce success.

Your content is ready for multilingual translation and your Language Service Provider (LSP) is ready to start working. You may think you have a solid plan for your B2C or B2B international e-commerce sales, but not so fast. Your LSP's ability to leverage technology to provide an efficient workflow during the e-commerce website translation process is of critical importance and must not be overlooked.

Retailers face a proliferation of product descriptions (SKUs) as COVID-19 accelerates e-commerce activity. Companies turn to technology to help manage these SKUs. To achieve the speed that is necessary to deliver a successful online shopping experience, your LSP must offer a connection to your technology system. That way, you can easily send and receive your content and complete translations quickly.

The faster your SKUs are translated, the faster you can offer products to your target market and potential customer base—and generate online sales.

Why is E-Commerce Website Translation So Important?

To truly resonate with customers in any global market, you need to speak their language. According to a CSA Research study, 66% of respondents said that given the choice between buying similar products, they would choose the one that offers product information in their native language.

For those with the least competency in English, the preference leaps to around 85%. Clearly, e-commerce website translation is pivotal to the purchase decision. (Source: [“Does Language Matter? The Impact of Language on the Customer Journey,”](#) CSA Research, June 10, 2020)

How Does Lionbridge Expedite the E-Commerce Website Translation Process?

Lionbridge integrates with leading B2C platforms, Product Information Management Systems (PIMs) and digital content management platforms to enable brands and retailers to work within their own e-commerce platforms while streamlining the website translation process.

This connectivity to critical platforms allows brands and retailers to:

- Send product content for thousands of SKUs for translation
- Share product catalogue content for localization
- Send/receive marketing materials for digital commerce experiences

“We understand the requirements retailers have around quick turnarounds and cost-effective solutions,” says Arnold Koh, Lionbridge Sr. Director – Connector Product Strategy. “Our connectors eliminate repetitive and time-consuming manual steps so we can increase the translation output. As a result, retailers can keep up with high volumes, constant updates and changing products.”

Why is the Most Common File Transfer Method Inadequate?

The most common method of file transfer is database file exports, which results in counterproductive outcomes. Using this inefficient method of file transfer requires more effort to manage, import and export content, track work and administer quality assurance.

Additionally, there’s no granular control over the translation process. The extra time needed to execute translations often results in added costs and an overpayment for e-commerce translation services.

Lionbridge’s ability to integrate with leading platforms enables retailers to avoid common pitfalls. Additionally, it provides access to one of the most robust translation workflow solutions possible.

What E-Commerce Platforms Does Lionbridge Connect With?

Lionbridge offers integrations with retailers’ e-commerce platforms. This results in a seamless exchange of files for translation and localization and enables retailers to work within their own familiar environment. Lionbridge has developed integrations for leading industry players including:

- **Salesforce Commerce Cloud**, formerly Demandware
—A leading B2C platform and a leader in Garter’s 2019 Magic Quadrant for Digital Commerce



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Arnold Koh, Senior Director of Global Offerings, Lionbridge

- **SAP Commerce Cloud**, formerly SAP Hybris Commerce—A leading B2C platform and a leader in Gartner’s 2019 Magic Quadrant for Digital Commerce
- **Sitecore**—A niche player in Gartner’s 2019 Magic Quadrant for Digital Commerce and a leading digital content management platform
- **inRiver PIM**—A Product Information Management System for managing product content and catalogues
- **Stibo Systems**—A Product Information Management System for managing product content and catalogues

“We connect with the top digital commerce tools, like Salesforce Commerce Cloud and SAP Commerce Cloud, and also Product Information Management Systems (PIMS), like inRiver and Stibo,” says Cynthia Stephens, Lionbridge Vice President of Demand Generation. “Regardless of your business model—whether you are selling products directly to consumers on your website or just engaging target customers to your site—we can localize all of that content because we can connect with all of your digital commerce and e-commerce platforms.”

What if Lionbridge Doesn’t Have a Connection for My E-Commerce Platform?

Lionbridge is agnostic when it comes to the e-commerce platform a client uses. If Lionbridge does not offer a connector for a specific platform, it provides integration options through its REST-based translation API or its Universal File Connector (UFC). Lionbridge’s Content API supports all translation quality levels and allows you to send content to Lionbridge

for translation in any file format. “All of our work around integration boils down to one thing. We want our customers to have the easy button for translation within their platform so they can deliver positive online shopping experiences for their customers in multiple languages,” says Koh. A Lionbridge connector goes a long way towards helping companies achieve their marketing and sales objectives despite additional challenges caused by the coronavirus pandemic.

What is Lionbridge’s Latest Integration?

Lionbridge continuously seeks ways to expand its connector offerings to integrate with the platforms that are most important to its customer base. Lionbridge most recently developed an integration solution for Oracle Content and Experience (OCE), a cloud-based content hub to drive omnichannel content management. OCE stores and manages digital assets such as graphics, videos and audio that may be utilized in an e-commerce use case.

These marketing assets can then be deployed in Oracle Commerce. Oracle and its customers who engage with Lionbridge will have an easy, seamless way to send their content to Lionbridge directly from the Oracle platform. After the material has been translated, Lionbridge will send it back through the platform. This process will result in increased efficiency and time-savings gains.

As an added benefit, these retailers will not need to break their workflow,” says Stephen Harris, Lionbridge Account Director, Sales. “And once they use the connector, they will have access to a world-class translation management system.”

SEE INTEGRATION IN ACTION

Use Case for a Global Manufacturer

Lionbridge significantly tailored its connector for a global manufacturer that uses a highly customized version of SAP Commerce Cloud, formerly Hybris. Lionbridge's operations team made modifications to the connector so it would perfectly align with the manufacturer's individual business requirements.

The integration is being used for the translation of thousands of SKUs per month for B2B and B2C digital applications in up to 45 languages for Europe, the Middle East and Africa (EMEA). Prior to the launch of the connector, company employees manually sent content to Lionbridge in chunks, which was a time-consuming, inefficient process.

The customized connector has automated the translation process, increased efficiency and speed, and removed an element of risk through the elimination of manual tasks. Plans are underway to roll out the connector globally.

Use Case for an Iconic U.S. Fashion Brand

An iconic U.S. fashion brand uses the Lionbridge connector for integration with Salesforce Commerce Cloud to send Lionbridge roughly 3,000 words per day.

The retailer's product descriptions are translated into five languages and adapted from U.S. English to U.K. English. Lionbridge added a feature enhancement that enables the retailer to preschedule content for translation.

"The automation reduces the labor requirement on publishing the translated content and makes everything flow smoothly from start to finish," says Colm Connolly, Lionbridge Global Program Director Operations. "The client's positive feedback often underscores the speed at which Lionbridge is able to deliver translations, which is made possible by the connector."

MORE THAN 15 YEARS OF CONNECTOR EXPERIENCE

Hundreds of Lionbridge customers use our translation connectors, which support dozens of industry leading content management systems, e-commerce platforms, product information management systems and marketing automation

platforms used in retail. We integrate with SAP Commerce Cloud, Salesforce Commerce Cloud, Sitecore, inRiver and Stibo Systems, as well as with many other leading platforms.

| PLATFORM | TYPE |
|-------------------------------|--------------------------|
| ADOBE EXPERIENCE MANAGER | CMS/DAM |
| SITECORE | CMS |
| WORDPRESS | CMS |
| DRUPAL | CMS |
| SITEFINITY | CMS |
| EPISERVER | CMS |
| TEAMSITE | CMS |
| ORACLE WEB CENTER SITES | CMS |
| VEEVA VAULT | Document Management |
| SAP COMMERCE CLOUD | e-Commerce |
| SALESFORCE COMMERCE CLOUD | e-Commerce |
| INRIVER | PIM |
| STIBO | PIM |
| MARKETO | Marketing Automation |
| ELOQUA | Marketing Automation |
| ORACLE CONTENT AND EXPERIENCE | Digital Asset Management |
| RELATIVITY | e-Discovery |
| SERVICENOW | ITSM Platform |

Lionbridge has developed translation connector software for enterprise customers for 15+ years. Our dedicated development and support team specifically updates and supports our connectors.

6 TELLTALE SIGNS YOU'RE NOT OPTIMIZING YOUR MULTILINGUAL E-COMMERCE WEBSITES

Lionbridge's global search expert shares tips to set yourself up for e-commerce success.

You're a global leader. You've been running in the e-commerce space for years. You're on top of your game. Right? Maybe not. Perhaps you've noticed a disconnect. You have great content on your website, but you're just not getting the traffic you expect. Or the sales. Why is that?

Brendan Walsh, Lionbridge's Global Search Subject Matter Expert, performs technical SEO audits on multilingual e-commerce websites. He frequently discovers that sophisticated, multinational companies don't know they have under-optimized websites. Their missteps can profoundly damage their bottom line. Walsh works to identify the root of the problem and to find ways to fix it. This type of evaluation is increasingly more important as e-commerce spikes.

COVID-19 has prompted more people than ever to buy online. They have become used to online shopping and that habit is likely to continue, even as areas begin to relax social distancing. Walsh says the time to perfect your website to capitalize on e-commerce is now.

"If you're not exploiting this change and the shopping dynamic where more and more people are shopping online, someone else will," says Walsh. "When a product works locally, there are also opportunities to market it globally in a different language. That's where we can really help."

Walsh routinely assesses global companies' multilingual websites to find ways to improve visibility in each market and correct existing issues before companies enter new geographic areas. In his customized Website Analysis Report, he focuses on 6 areas that can cause companies to falter. **We spoke with him about his work.**

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Brendan Walsh, Global Search Subject Matter Expert, Lionbridge

2

SEEK RESEARCH THE BRAND

Ensure that your customers can find you and your products when they conduct online research. Know how you measure up against your competitors during internet searches.

We can help you gain visibility and show you where you rank against other vendors in your space.

| PRESALES | |
|-------------------------------|---|
| THE CUSTOMER JOURNEY STAGE |  Seek—Customer researches products and brands |
| WHAT'S REQUIRED |  <ul style="list-style-type: none"> • The ability to be found on online easily • Knowledge about rankings compared to competitors |
| HOW LIONBRIDGE MEETS THE NEED |  <ul style="list-style-type: none"> • Provides a technical Search Engine Optimization (SEO) audit as part of a global digital assessment to measure performance of website and apps and offers solutions to address technical issues • Provides competitive analysis |
| BENEFITS |  <ul style="list-style-type: none"> • Ability to be found more easily by people searching for your product type and brand • Competitive advantage • Increased sales |



What is a multilingual e-commerce website?

A multilingual e-commerce website is an online portal that facilitates commercial or business transactions over the Internet—including the buying and selling of goods or services, and the transfer of money and data—and provides its content in more than one language.



What are the six areas you focus on when analyzing company sites and why are these entities important?

1. Speed

We live in a mobile-first world. If the page isn't mobile-friendly, your webpage isn't optimized. Furthermore, Google will index the mobile version first, so if a page isn't responsive and fast on mobile, it will impact your desktop performance as well.

One of the most common mistakes that affects e-commerce website speed is image optimization. If the picture is not optimal, it will slow down the loading of the page significantly. I've seen cases where it can take up to 10 seconds for a picture to load. A potential customer is not likely to wait that long. The good news is that this problem is one of the easiest things to fix. It doesn't involve a code change and takes about two or three seconds per picture to correct.

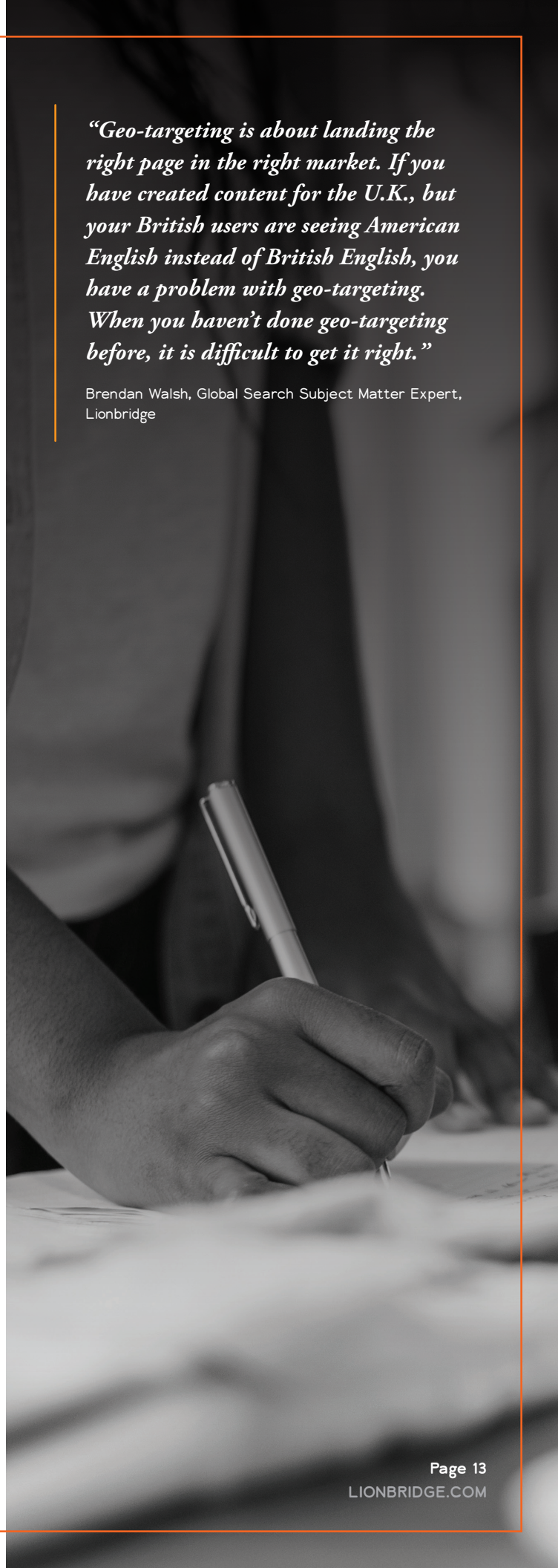
2. Geo-targeting

Geo-targeting is about landing the right page in the right market. If you have created content for the U.K., but your British users are seeing American English instead of British English, you have a problem with geo-targeting. When you haven't done geo-targeting before, it is difficult to get it right. There are many ways to misuse it, which results in hidden content. That's why the right page fails to show up. Numerous things affect its functionality, including localization or technical issues.

For instance, the inability to use Google Search Console effectively will create problems. Geo-targeting issues are harder to address unless you are very knowledgeable about geo-targeting. Very few companies have insight into geo-targeting, but Lionbridge has experience addressing it week in and week

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Brendan Walsh, Global Search Subject Matter Expert,
Lionbridge



out. We have developed tools to fix geo-targeting issues, one which creates regional sitemaps (with hreflang tags) and another which generates hreflang tags for AEM. This ensures the right page lands in the right market.

3. Bots and Sitemaps

It's important to understand how a bot crawls your website. The instructions in the robots.txt file tell search engine bots how to index your site. I look for a couple of things—whether the actual content is being disallowed or blocked as well as anything that will get in the way of the content being indexed.

I'm checking whether there is a link to a site map and whether it's well-structured. Any mistake with robots.txt can cause significant issues. Commands can hide everything on a website or block valid content from being indexed. An up-to-date sitemap will help bots discover new information quickly.

4. Security

From a confidence perspective, security is critical. If customers see the words “not secure” at the top left corner of a computer screen, how likely are they to enter their credit card information to make a purchase? Some people will complete the transaction anyway, perhaps because they don't notice the security issue. Others won't. Many security issues are caused by media being referenced from http URLs, or links to unsecure sites. In practice, when analyzing these issues, we generally find that https versions of the media or links exist. Simply updating the reference from http to https resolves the issue.

5. Structured Data

Structured data is Google's gift to search. It is the capability of describing the content on your page directly to Google's bots. You can highlight important content so Google can use the data in the correct way. This enhances search results. Problems arise when the structured data is not all mapped. As a result, the product you are selling may have incomplete information.

The image and description may be depicted during a search, but the price, availability or reviews section may be missing from your multilingual online store. People are more likely to buy from a vendor that has all the pertinent information readily available. Buyers also gravitate towards sites with attractive images and reviews. Structured data needs to be mapped, which can be done in an afternoon by going

to the product management system and configuring it for image, description, price, availability and reviews. It is hugely important for the bottom line, particularly for products.

6. Branded and Unbranded Search Results

Branded and unbranded search results go together. It's how I visually demonstrate search results to our clients. In both cases—whether the search includes the brand name of a company or not—we are looking for the company's resulting position on the page. The higher they are in the rankings and the more attractive their results, the more click-throughs they will get to their multilingual e-commerce website. Conversely, they can expect fewer click-throughs if we see that their competitor has better multilingual SEO due to optimized product pages, better descriptive content, optimized images and structured data.



Are companies surprised to learn they have under optimized pages?

Yes. Many companies aren't aware that they have technical issues with their sites, and they're pleased to capitalize on the opportunity to increase their visibility.

We've helped numerous multinational consumer brands optimize their performance across multiple sites. Often, a web page starts off with good performance, but over time, content can get old and weary and technology can degrade.



What's one final piece of advice you would like to leave our readers with?

When multilingual companies suspect their websites are under performing, they might be quick to assume that their content is the problem. When you work with a LSP like Lionbridge, you should have the utmost confidence that the content is spot-on.

In these cases, technical issues most often interfere with website optimization. It just takes a little attention and determination to correct the problem.

3 ENGAGE WITH THE BRAND

Make sure your content resonates with each market you target. That means translators may have to highlight different features of the same product in different markets to achieve local relevancy.

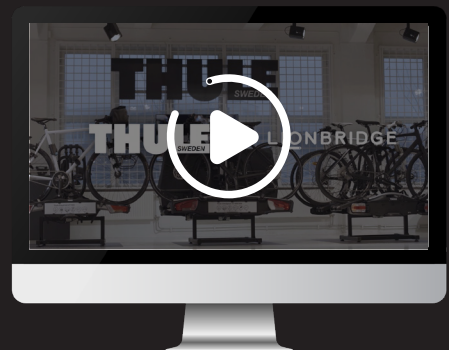
Our expert translators—often selected because of their **demographics, domain expertise and awareness of regional and cultural sensibilities**—ensure your content will appeal to the locals while still maintaining brand consistency.



[Click to watch our video.](#)

Thule Customer Story

We partnered with Thule, a global market leader in outdoor and transportation products for active lifestyles, to implement a seamless solution for content translation and localization. Learn more about how we helped Thule achieve globally consistent and locally relevant marketing communication in 30+ languages for 140 countries [in this video](#).



HOW LIONBRIDGE HELPED CANON SAVE MONEY, STREAMLINE OPERATIONS AND MIGRATE THOUSANDS OF PAGES OF CONTENT TO ACHIEVE GLOBALLY CONSISTENT CONTENT

Going Global is Hard. Making Changes Once You've Gone Global? That's Even Harder.

How can a global company migrate hundreds of thousands of web pages across dozens of markets to a new content management system to ensure globally consistent and locally relevant content—without sacrificing brand, quality or speed? Canon faced this very challenge as it migrated to a new CMS.

To make the switch while maintaining business as usual, Canon wanted a publishing partner with obsessive attention to detail, the ability to orchestrate a complex program quickly with increased efficiencies and a streamlined process, and a proven track record of delivering high-quality solutions every time.

The Challenge

Canon faced multiple challenges: Canon engaged with Lionbridge to maintain the quality and consistency its customers required as it migrated to a new CMS. The migration project was a complex one, involving the transition of content from Tridion 11 CMS to SDL Web 8.5—which required updating older legacy templates to Canon's new, mobile-optimized templates.

The goal of the project was to migrate content in 55 markets, containing over 300,000 pages of content. It was imperative that this migration happen expediently, concurrent with the implementation of a new Digital Asset Management (DAM) System.

About the Client

Founded in 1937 in Japan, Canon is a multinational corporation that specializes in manufacturing imaging and optical devices, including cameras, printers and scanners for both personal and business consumers. Canon has expanded to 55 marketing sites within EMEA that serve both the business and consumer sectors. Lionbridge has been a key part of this evolution and has provided publishing, web development, project management and QA services for Canon's Marketing group since 2011. Lionbridge has provided those same services as Canon evolved its retail strategy to include launching 18 e-commerce stores.

Moreover, Canon needed to complete this migration while continuing to offer the high-quality digital experience customers had come to expect. In addition to completing a successful transfer, Canon needed to:

- Ensure consistency and improvement of the customer journey through the site post-migration
- Ensure customers would not encounter any site issues

- Ensure responsiveness of the site
- Ensure the implementation of tools, systems and environments that would yield effective, longer-term content management
- Reduce costs from an overall content management perspective
- Reduce post-publishing time to market due to legacy caching issues

To transform these challenges into opportunities, Canon knew it required a tried and trusted partner, both to continue providing marketing and e-commerce publishing services and to offer an expert team experienced with CMS migrations. Lionbridge was able to meet Canon’s migration requirements with its agility, speed and knowledge. Lionbridge demonstrated to key internal stakeholders that it had both CMS migration process expertise and world-class web publishing delivery skills.

The Solution

From the onset of the migration process, Lionbridge was a key partner to Canon. Involved in all steps of the migration, from initial discovery to execution, Lionbridge provided consultancy and best practices throughout the process.

While managing the migration requirements, Lionbridge continued to provide Business as Usual publishing services, including the completion of many successful product launches during the migration window. Lionbridge leveraged internal experts to create two specific migration teams. These two teams were integral to the success of the CMS migration.

The first team worked on manually migrating thousands of legacy pages; these pages used templates that would not be

included in the automated migration. The second testing team QA-ed pages that were automatically migrated, logged bugs and worked with multidisciplinary teams within Canon to ensure effective handling of all defects.

A key distinction for Lionbridge is its ongoing ability to scale its services and meet client needs—before, after and during a given project. In addition to the core services listed above, Canon engaged the Lionbridge team to provide a litany of additional services that transcend the acute goals of the migration project. These services include:

- Supported process re-engineering for content production
- 6 Sigma cost-savings workshops
- Identified pain points and potential blockers
- Engaged with third parties to find solutions
- Spearheaded efficiency and cost-reduction workshops
- Transformed the oldest legacy pages into mobile-optimized pages

Results

Canon has already experienced the positive impact of partnering with Lionbridge. By breaking down key barriers, Lionbridge has helped Canon realize significant annual savings. Canon trusts Lionbridge to conduct the migration and publishing activities without impacting the customer, maintain its brand and ensure there is no loss of revenue due to site or navigation issues.

Once all pain points and challenges are addressed within the tools and process workflows, Canon estimates significant reduction in process cycle, estimated between 20% and 30%.

“Canon has repeated frequently that it views Lionbridge as a partner rather than a vendor. Our ongoing relationship with the company has allowed us to demonstrate our expertise in web publishing and CMS migration—including significant experience on previous migrations for Canon. Canon was attracted to Lionbridge for the diversity of our expertise, our continuous high quality of service, our ability to scale in low-cost locations and our ability to streamline processes and enhance efficiencies to yield cost savings.”

Kevin O'Brien, Global Program Director, Lionbridge

4 BUY

Provide prospective customers with the information they need to motivate them to buy your products. Extensive analysis from CSA Research finds that consumers strongly prefer to interact in their mother tongue and are unlikely to buy

your products unless you communicate with them in their preferred language. (Source: “Can’t Read Won’t Buy – B2C,” CSA Research, June 2020) **We can help you reach your customers no matter what language they speak.**

| SALES | |
|-------------------------------|--|
| THE CUSTOMER JOURNEY STAGE |  Buy—Customer makes purchase |
| WHAT'S REQUIRED |  Dynamic translation of product descriptions and information |
| HOW LIONBRIDGE MEETS THE NEED |  Provides efficient and high-quality translations and the transcreation of high-volume product descriptions to help the end-customer with their purchasing requirements |
| BENEFITS |  <ul style="list-style-type: none"> • Positive customer experience • Increased sales |



LIONBRIDGE ENABLES GLOBAL E-COMMERCE COMPANY TO REACH EVERY CUSTOMER IN THEIR PREFERRED LANGUAGE

CAPACITY, HIGH-QUALITY DELIVERABLES AND COST-EFFECTIVE INITIATIVES SOLIDIFY ENGAGEMENT

Operating a giant, global e-commerce enterprise that provides a worldwide platform to digital shop owners has its challenges. Company leaders want to appeal to more digital shop owners and attract more customers. This type of e-commerce company turned to Lionbridge for help to achieve these goals. The company set out to:

- Give sellers operating on its platform equal footing through multimarket product descriptions that are both accurate and of uniform quality throughout the platform.
- Meet the language needs of consumers by delivering the right message in the right way, no matter what language they speak.

Lionbridge addressed the needs of both groups—and continues to do so—by translating and localizing seller pages into over 30 different country sites. This includes work on:

- Product titles
- Product descriptions
- Reviews

Lionbridge also provides website architecture services, localizing landing pages. When Lionbridge delivers translation services, translators change source language into another language. Localization goes beyond translation to adapt content to appeal to a market's cultural preferences. Lionbridge uses both methods to ensure content resonates with people in the target market.

“These digital shop owners get one chance to convert a visitor into a customer. If they don't effectively reach that person, they will lose that customer forever. Lionbridge is the vendor the e-commerce company depends on to get the content right,” says the Lionbridge executive handling the account. “We're the vendor they trust.”

Lionbridge has instilled confidence in the e-commerce company during an eight-year partnership that has flourished. At the start of the engagement, the e-commerce company assigned Lionbridge translation work solely pertaining to its B2B operations. The company expanded Lionbridge's role to also include localization work for the customer-facing retail side of its business after Lionbridge consistently met exacting demands.



Elements of a Strong Partnership

The Lionbridge executive attributes the partnership's strength to a delicate balance of three factors that set Lionbridge apart—capacity, quality and cost.

1. Capacity

Capacity is the ability to scale to handle massive amounts of work, jobs that need to be turned around quickly or highly-detailed and nuanced translations. Lionbridge can meet these demands by tapping into its global network of over 1 million experts. Lionbridge demonstrated its capacity to this e-commerce customer by localizing half-a-million words within three weeks for an urgent, high-priority project.

2. Quality

Ineffective translations result in poor page performance and poor sales. High-quality translations are crucial for the consumer to connect with product and be moved to buy it. Lionbridge delivers high-quality translations by leveraging a global community of in-country linguists who take local speech and norms into account to provide a relevant translation of key phrases and content.

Lionbridge produces locally relevant content that not only increases sales, but also helps the e-commerce company shed its unwanted image of a distant, global company. Because the content captures the right tone and sentiment of the locale, the e-commerce company can integrate into the community in the same way a local vendor would be assimilated.

Speed goes together with quality. Translations are of little use unless they can be delivered when they're needed. Digital marketers are highly driven by fast-paced release dates. For a global e-commerce site to succeed, the product must launch in India, Japan and all its markets at the same time. Lionbridge makes global launches possible.

3. Cost

No company wants to spend more on their services than necessary, and Lionbridge seeks ways to reduce costs. It achieves this goal for its e-commerce customer by putting price controls in place, such as using Translation Memory (TM). TM is a database of past translations that reduces the workload of new content.

Lionbridge also leverages Machine Translation (MT) for the e-commerce company. MT is a highly cost-effective way to deliver translations, but it is not appropriate for all content. If MT is used improperly, the technology can result in subpar translations that can be off-putting to consumers and detrimental to the brand.

As experts in MT, Lionbridge selects suitable content for the technology and puts measures in place to ensure quality is maintained. For instance, Lionbridge implements Machine Translation Post-Editing (MTPE), which uses human resources to edit the automated work. This hybrid approach ensures the content is flawless.

The Outcome

Lionbridge has **translated and localized more than 750 million words per year in over 30 languages** and typically handles over 50 million words per month for this e-commerce customer.

“Capacity, quality and cost make up a three-legged stool. If one of these legs falls short, everything falls apart. We've focused on keeping these three areas steady. Our customer gets what they need, at the time they need it with a predictable price,” says the Lionbridge executive. “We try to help them be their best, and we'll do whatever it takes to achieve that.”

“This customer continues to use our services because of our ability to help them overcome vital business challenges. Before we began working with them, they were unable to launch products in all their markets at the same time because of localization delays. Our fast and efficient localization services solved that problem so they could achieve global releases. This gave them the opportunity to bolster sales.”

Lionbridge Executive

HOW LIONBRIDGE HELPS A LEADING GERMAN LUXURY FASHION RETAILER REACH ITS ONLINE GLOBAL BUYERS

AND WHY EFFICIENT, HIGH-QUALITY TRANSLATIONS OF PRODUCT DESCRIPTION (SKUs) ARE ESSENTIAL FOR GLOBAL E-COMMERCE

When one of the world's leading online retailers for luxury fashion first engaged Lionbridge to translate Product Descriptions (SKUs) and category pages for their online store four years ago, the business landscape was more predictable. Flash-forward to the year 2020 and luxury retailers find themselves facing numerous challenges as a result of COVID-19.

The pandemic generally hurt the luxury apparel sector's bottom line in recent months as a result of store closures and impeded travel. However, market changes have opened new opportunities for luxury retailers to bounce back and bolster revenues. GlobalWebIndex, a marketing research company, has found that luxury brands are responding to the pandemic by increasing their online presence. The firm suggests that an omnichannel sales approach will continue to be an important strategy after the pandemic is over. Lionbridge can help luxury retailers go global to maximize their reach. Lionbridge has helped forward-thinking, iconic global fashion brands

implement worldwide translations for their online stores for the last decade. With its retail center of excellence, Lionbridge crafts compelling local content in every language to enable luxury retailers deliver an exceptional customer experience anywhere. Lionbridge's work with a major German luxury fashion retailer involves high volumes, quick turnaround times and rigorous quality.

"We have experience being able to identify the right tone of specific brands in this space," says Colm Connolly, Lionbridge Global Program Director Operations. "The nuances and the polish required for the translation of luxury fashion is much higher than your standard translations."

We spoke with the account team, Frank Kubicki (Account Executive), Colm Connolly and Barbara Thompson (Project Managers), to share more about Lionbridge's engagement with the German luxury fashion retailer and to tell us what it takes to provide excellent service for this sector.



How does Lionbridge support the German luxury fashion retailer's organic growth strategy?

Since partnering with this retailer, we've helped them expand their womenswear and kids wear offerings into three markets and their menswear line into seven markets.

We've supported their growth through the translation and transcreation of product descriptions (SKUs) and category pages. Transcreation goes a step beyond translation. It's when a message is adapted from its original language and made culturally relevant to its new target audience.

Now, we translate up to 1,000 product descriptions (SKUs) per week. Depending on the line, we translate into Chinese, Korean, Latin American Spanish, French, Italian, German and Arabic. As part of our work with the retailer's category pages, we inject previously researched keywords into the copy to help with their search engine optimization.

Our work enables our partner to build connections with their customers. It has been gratifying to help them grow.



What does the fashion retailer need in order to deliver a great customer experience?

Quality is of the utmost importance for our German client and all luxury brands. These upscale brands are known for their exceptional in-store shopping experiences and they need to replicate this feel during the customer's online visit.

Our client doesn't just sell a dress. They sell glamour and style. It's up to us to understand what the brand needs to convey and capture the tone in our product descriptions. Meticulous, compelling translations are important to uphold the brand's overall high standards and deliver the top-notch experience their customers seek. Our translations help the retailer strengthen their relationship with their customers and persuade consumers to buy their products.



Q**What is the client's biggest translation challenge and how do you help them overcome it?**

Time constraints are a major challenge. The client must move fast because sales are driven by the speed at which they can bring their products to global markets. They need to have up to 5,000 words translated per day within 22 hours, which is not an easy feat. In addition, the number of product descriptions that need to be translated varies each day, which further complicates the process.

We keep pace with their needs by pre-booking linguists based on expected volumes and by leveraging technology.

Q**What did you do to ensure the engagement would be successful?**

We put a lot of effort into upfront onboarding to set ourselves up for success. At the start of the engagement, we spent two full days with the client to really understand their pain points and requirements. We continued to collaborate with them closely. Together, we created accurate style guides and glossaries. We qualified translators with high-end fashion experience to make sure they met our client's expectations. We conducted several test runs before doing any work that actually appeared on their site. When it was time to start translations, we were fully prepared.

Q**How do you leverage technology?**

Technology is critical to deliver speed and efficiency. We've created a highly automated workflow in the Translation Management System (TMS).

Among our efforts, we have:

- Developed a Universal File Connector (UFC) to integrate with the retailer's systems
- Added functionality in the UFC to alert the retailer if the files are not sent on time
- Introduced a split file function to make it easier to assign work to multiple linguists

By eliminating repetitive and time-consuming manual steps, we're able to increase the translation output.

Q**How did Lionbridge's experience make an impact on this client?**

Our extensive experience was critical because we were able to anticipate and prevent problems that were likely to arise during the translation process. For instance, we proactively addressed sizing and colors.

Sizing varies across the globe, which makes translations complex. We addressed this issue by using a size conversion table and adhering to a process that ensures local markets will see the correct sizes.

Color presents challenges because there are nuances that must be addressed during translation. We focused on this issue by making sure translators had access to the glossaries we created with the client.



What type of work does Lionbridge do for other luxury retailers?

While the team provided insight into the work Lionbridge does for the German fashion retailer, Lionbridge also partners with a variety of luxury brands based throughout the world.

In addition to the translation of product descriptions and category pages, Lionbridge translates, transcreates and creates materials for marketing campaigns, including emails and brochures.



What can luxury retailers learn from COVID-19?

Once stores closed, luxury retailers' only source of income was through online sales. The pandemic has highlighted the benefit of having a streamlined online presence. Luxury retailers that were ready to conduct global online sales efficiently and at scale were at an advantage. But it's not too late for retailers to obtain benefits even if they are just starting their digital journey.

Lionbridge can help luxury retailers expand their reach and resonate with their discerning customers no matter where they reside and what language they speak.

“We have experience being able to identify the right tone of specific brands in this space. The nuances and the polish required for the translation of luxury fashion is much higher than your standard translations.”

Colm Connolly, Global Program Director Operations, Lionbridge

5

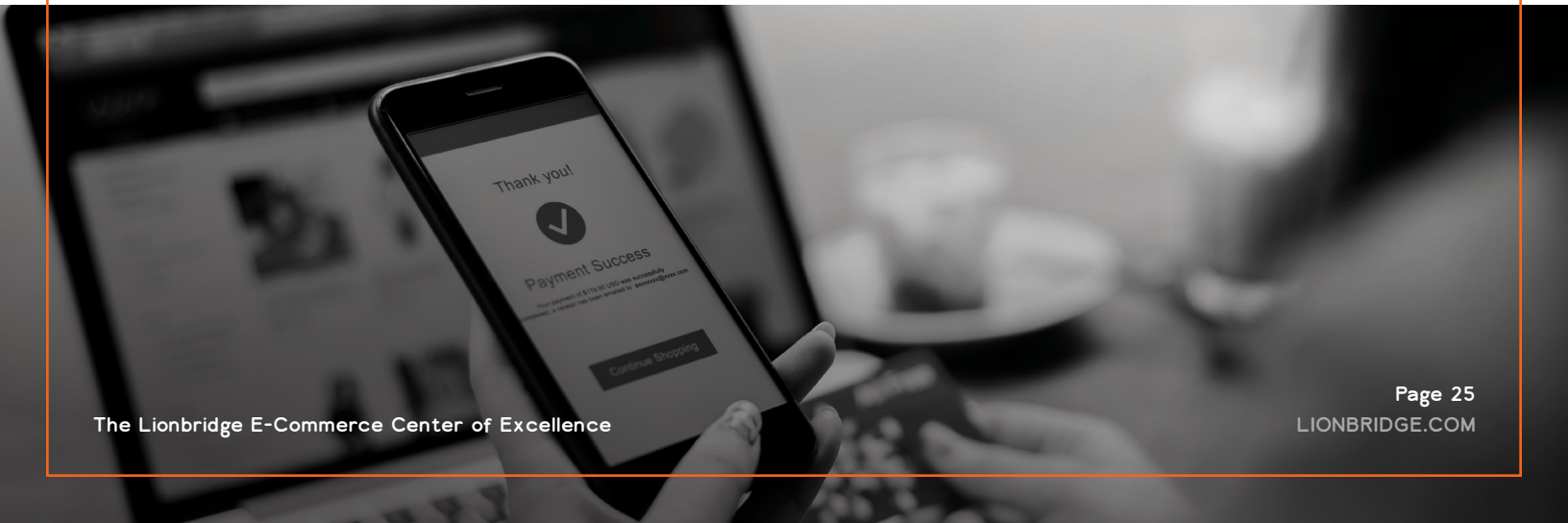
EXPERIENCE WITH THE PRODUCT AND THE BRAND

Strengthen your customer relationships by making it easy for them to use your products. Produce multimarket product

literature that is clear and accurate. We have the expertise to help you do it.

POST SALES

| | |
|---|---|
| <p>THE CUSTOMER JOURNEY STAGE</p> | <p>» Experience with the product and brand</p> |
| <p>WHAT'S REQUIRED</p> | <p>» The ongoing production of multimarket product literature that educates and assists the buyer</p> |
| <p>HOW LIONBRIDGE MEETS THE NEED</p> | <ul style="list-style-type: none"> • Provides the translation and localization of product literature and user manuals that is of the utmost quality • Centralizes translations |
| <p>BENEFITS</p> | <ul style="list-style-type: none"> • Ability to bring product to market faster to increase sales • Ability to achieve a consistent brand voice • Customer loyalty from a positive brand experience |



HOW LIONBRIDGE HELPED DOREL JUVENILE BRING PRODUCTS TO EUROPEAN MARKETS FASTER

HOW LIONBRIDGE'S ABILITY TO DELIVER A CENTRALIZED TRANSLATION SYSTEM STREAMLINED PROCESSES AND ENSURED A CONSISTENT BRAND VOICE

6 COMPANY DIVISIONS | 11 LANGUAGES | 1M+ TRANSLATED WORDS

Reaching Consumers Through Effective Translations

Parents put a lot of thought and care into selecting products for their children. Safety, convenience and value are among their top concerns. Dorel Juvenile, the world's leading juvenile products company, wanted to demonstrate their commitment to these brand values to European customers. They also needed to make their new products available as quickly as possible to succeed in an increasingly competitive global market. In 2019, the company intensified its focus on new product launch initiatives. As a result, Dorel Juvenile had to meet tighter translation deadlines so they could bring products to their customers faster than ever. They partnered with Lionbridge for help.

The Challenge

As a decentralized organization, Dorel Juvenile previously relied on multiple, in-market translators to execute translations in its European markets. Efficiency and speed varied among the translators, making it difficult to deliver translations with uniformity. Dorel Juvenile sought the

services of one LSP for its European markets to achieve uniform processes and faster translation delivery times. Quality was another incentive. Since the company had no translation memories, glossaries or style guides to draw upon, individual translators provided their own spin during the translation process, making brand voice inconsistent. Dorel Juvenile set out to:

- Achieve brand consistency throughout its markets
- Reduce the amount of time it would take to complete translations
- Reach its customers across multiple platforms

“Lionbridge consistently receives high scores for its translations during quality reviews, and Dorel Juvenile has tripled the amount of work it has assigned to Lionbridge within the first year of the engagement.”

Patricia Hallet, Project Manager, Lionbridge

About the Client

Dorel Juvenile is the world's leading juvenile products company. Their products are available in more than 100 countries. All of their talented employees share the same mission: to Care for Precious Life. They help families live carefree lives by providing them with juvenile products that rank highest in consumer reviews. That's what sets their products apart; durable, helpful and caring. Their well-known and strong global brands Maxi-Cosi and Tiny Love are complemented by regional brands such as Cosco, Angel, Béb  Confort, Infanti, Safety 1st and Quinny. Dorel Juvenile currently employs 5,000 people in 25 different countries. Dorel Juvenile is part of Dorel Industries Inc. (TSX: DII.B, DII.A)

The Solution

Dorel Juvenile selected Lionbridge because of its localization expertise, understanding of market needs and ability to effectively communicate its recommendations. The retail supplier of children's goods also points to Lionbridge's customer focus and easy onboarding process as key benefits of the engagement. Lionbridge centralized the translations in Dorel Juvenile's European markets and provided both translation and transcreation services for six divisions in 11 languages. Transcreation is when a message is adapted from its original language and made culturally relevant to its new target audience. Lionbridge provided comprehensive and multi-faceted services so Dorel Juvenile could produce a variety of marketing collateral and reach its consumers in multiple ways. Among its services, Lionbridge completed the following:

- Translated content for 49 European websites
- Translated and transcreated a catalogue that contained more than 150 pages into 11 languages for the Maxi-Cosi line
- Translated SKUs for online shops on Amazon
- Translated marketing collateral, such as articles, brochures and product leaflets for store owners and consumers
- Contributed to the development of ad campaigns
- Translated social media content, including copy for Facebook posts, Instagram and Instagram Stories
- Provided subtitles for YouTube videos to showcase products
- Translated PowerPoint presentations and product information for mobile training apps to support sales teams

In executing all these translation initiatives, Lionbridge created and implemented the use of style guides, glossaries and translation memories. A style guide is a document that contains the preferred language elements to most effectively

communicate with customers in target markets. A glossary is a database of key terminology and their approved translations in all target languages. Translation memories consist of previously translated material that is put into a database and is reused when it reappears in the content being translated. Together, these tools increased the speed and productivity of translations and ensured brand consistency across markets.

The Results

Dorel Juvenile's partnership with Lionbridge enabled the company to deliver its merchandise to its markets more quickly, which facilitated its ability to generate sales. Dorel Juvenile has had 46 product launches within a year of working with Lionbridge and has met every product launch deadline. Lionbridge's ability to centralize Dorel Juvenile's translations for European markets has resulted in:

- Streamlined processes
- Enhanced quality
- Faster translation turn-around-times

To date, Lionbridge has translated more than one million words. Moving forward, Lionbridge will work to connect to Dorel Juvenile's content management technologies to further streamline translation processes.

“From our onboarding experience to our continued work together, it is apparent that Lionbridge is a customer-oriented organization. Because of Lionbridge's services, we can process and deliver content quickly through a centralized system and ultimately bring our products to market faster. In today's competitive climate, that type of workflow is essential for success.”

Michael Matheij, Team Lead Marketing Content, Dorel Juvenile





Lionbridge provided translation services in 11 languages and dialects for the following European markets:

Belgium • Dutch | Belgium • French | France • French | Germany • German | Italy • Italian | The Netherlands • Dutch
Poland • Polish | Portugal • Portuguese | Spain • Spanish | Sweden • Swedish | The United Kingdom • English

6 SUPPORT

You have a lot to gain by supporting your customers in their own language after they've made purchases. Enable them to make returns easily or get answers to any of their product-

related questions quickly, no matter what language they speak. We offer translations, chatbots and phone-based interpretations to provide customer support post sales.

| POST SALES | |
|-------------------------------|---|
| THE CUSTOMER JOURNEY STAGE |  Support |
| WHAT'S REQUIRED |  <ul style="list-style-type: none"> • Translations of customer support materials • Real-time multilingual chat solutions for online support |
| HOW LIONBRIDGE MEETS THE NEED |  <ul style="list-style-type: none"> • Provides translation services for forums, FAQs and knowledge bases • Provides multilingual chatbot capabilities through GeoFluent, a SaaS-based, real-time translation platform that spans all communications channels • Provides phone-based, real-time interpretation services through highly skilled linguists in over 350 languages |
| BENEFITS |  <ul style="list-style-type: none"> • Ability to meet customer expectation of real-time communication while maintaining your brand • Strengthened brand loyalty |

“People want to buy in their own language, but their needs don’t stop there. They want post-sales customer support in their own language as well. We strongly advise brands to provide service in this often overlooked area.”

Peter Quigley, Vice President Sales, Lionbridge



IMPROVE CUSTOMER EXPERIENCE WITH REAL-TIME CHAT SOLUTIONS

5 REASONS TO USE LIONBRIDGE'S PHONE-BASED INTERPRETATION AND GEOFLUENT TOOLS

Increasingly, consumers are looking for a partner that can meet their high standards for a positive experience. For Lionbridge that means fast, quality service, in their preferred language. Enter GeoFluent, our patented virtual translation tool. GeoFluent allows businesses to improve customer experience by adding real-time, customized language support to any communications channel, securely and cost-effectively.

During our webinar, Lionbridge GeoFluent experts Arnie Koh and Ryan Erwin assessed current consumer trends, introduced GeoFluent and its OPI add-in, and walked viewers through a live demonstration of the products' capabilities.

Here are the 5 top reasons.

1. Customer Support = Customer Experience = Brand

The quality of your customer support directly translates to the quality of your customer's experience, which in turn strengthens brand loyalty. In other words, improving customer experience is more important than ever.

Equipping your teams with the most forward-thinking customer care strategies is critical to retaining and strengthening your relationship with customers.

2. Customers Expect Digital Convenience and Companies are Responding

More and more businesses are deploying powerful technological assets such as chatbots, AI-powered conversation tools, advanced voice prompting technologies and more. In this increasingly digital world, customers demand the advantages that accompany digital advancements. Improve customer experience by offering these top technological conveniences and benefits:

- Mobile-friendly interfaces
- Self-service options
- 24/7 customer support availability
- A personalized experience: Right person. Right information. Right time.

"We build strong relationships with global brands by being trusted advisors. We're not here to sell. We're much more than that. We're here to solve."

Jamie Dickson, Enterprise Director for GLT Specializing in Retail and E-Commerce

3. Customers Still Want to Reach Humans

While technological advancements are more sophisticated than ever, studies show customers still primarily prefer to interact with real humans. Thirty percent of customers say speaking with a knowledgeable and friendly agent is the most important aspect of customer service.

This is particularly valued for specific support cases including the need to:

- Troubleshoot complex technical, or account issues
- Handle financial issues and billing dispute
- Escalate cases

4. Language is the First Aspect of Personalization in Customer Service

Today's customers demand personalization. Communicating to your customers in their preferred language is the most important level of personalization. They will form their first impression based on the language you use. Still, modern customers are experiencing a language disconnect: Most customer support interactions are conducted in English, but 72% of global customers prefer another language.

Resolving this linguistic disparity will not only facilitate communication, but improve customer experience.

5. GeoFluent and the Over-the-Phone Interpretation Add-in Can Help

GeoFluent equips companies with a virtual translation tool to reach customers in their preferred language, quickly and easily. GeoFluent's key advantages:

- A customized linguistic engine to fit the needs of your specific brand and customer base
- A seamless integration with your current tools and strategies, resulting in seamless translations for you and your clients
- A phone-based interpretation add-in that provides real-time interpretation services by highly skilled linguists in over 350 languages

Your customers expect the best. Now you can give it to them.

[Watch our webinar](#) to learn more about taking your customer support to the next level.



WHY LIONBRIDGE



The world's leading brands turn to us because of the depth of our retail experience.

We have earned their confidence by keeping both their needs and their customers' needs at the center of the translation and localization process.

You can count on our industry experts to flawlessly roll out large, technically complex multilingual retail solutions that will enable you to achieve competitive advantage.

**Ready to find a solution that works for you?
Learn more today by visiting lionbridge.com/get-in-touch**



About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For 25 years, we have helped companies connect with their global customers and employees by delivering translation and localization solutions in 350+ languages. Through our world-class platform, we orchestrate a network of passionate experts across the globe who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.



LEARN MORE AT
LIONBRIDGE.COM



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