

# LIONBRIDGE ONDEMAND & CLAY TABLET TECHNOLOGIES

Partnering to Provide Multilingual  
Connector Technology

## LIONBRIDGE ONDEMAND + CLAY TABLET TECHNOLOGIES: BETTER TOGETHER

The integration of Lionbridge's market-leading translation services and Clay Tablet's proven technology platform provides a seamless, consistent global digital experience for clients across end markets.

The partnership that Lionbridge has created with Clay Tablet Technologies is the easiest way to connect content systems to translation systems, providing you, our clients, with numerous benefits.

Through our acquisition of Clay Tablet, Lionbridge onDemand now provides a complete portfolio of services and technologies that enable onDemand clients to create, manage, and optimize global digital customer experiences within your very own CMS. Clay Tablet's clients include brand leasers across several industries that rely on the Clay Tablet connectivity platform to ensure secure, reliable, and streamlined multilingual content delivery between content systems and translation processes in one seamless flow.

## WHO NEEDS IT MOST?



**CMS Platform Users** who desire a truly global yet streamlined solution to the logistical challenges of maintaining a global brand.



**onDemand Customers** seeking a multi-channel digital marketing and customer engagement platform with comprehensive language management capabilities.



**Clay Tablet Customers** in need of a localization partner able to support requirements of any scale and complexity.



**Any Large Enterprise** facing global challenges that can only be met with a high-capacity multilingual content management system.

## HOW ONDEMAND AND CLAY TABLET WORK

Your content system <- -> Clay Tablet Platform <- -> Lionbridge onDemand

The connector process successfully **reduces 90% of the transmission effort** using automation through your CMS versus “copy and paste.”

## WHY ONDEMAND AND CLAY TABLET WORK

The challenge today is that facilitating translation projects is a manual process.

Most clients send content using the manual “Copy and Paste Method” There are a number of problems created by the Copy + Paste Method:

- The process is error prone
- At least 3x the effort is required
- No project status access is available
- There is little control

## LIONBRIDGE ONDEMAND + CLAY TABLET + YOU

### A Win-Win for You and Your LSP

CMS integration is the new best practice. Lionbridge + Clay Tablet allows your business to adopt the very best, while optimizing and expediting all translation projects.

With the connector:

- There is no effort on your end required to Copy + Paste content
- There is no file-handling and preparation effort required on our end

**The result?** Check out the features and benefit table below.

## CLAY TABLET CONNECTOR



### FEATURES

Send content out of your CMS directly to onDemand... automatically!

Automated export and return eliminates the manual process of Copy + Paste

Direct integration with total flexibility



### BENEFITS

- No need to allow translators into CMS
- Allows use of ALL translation tools

- Reliable
- Dramatically faster
- Secure
- Scalable; more languages with no more effort

- Allow mixed environments
- Avoid lock in
- CTT maintains connections