

# LIONBRIDGE AND SITECORE

## Taking Websites Global the Easy Way

An effective website depends on managing content scattered throughout the organization, in many different forms, from many applications, and many authors.

Today, managing content is not just a one language problem. When presenting your company's brand and products to customers and partners around the world, translating and localizing your content takes on a new urgency.

Managing content in one language is hard enough; but doing it in multiple languages increases the complexity by orders of magnitude. Fortunately, there is an easy solution.

### PENETRATE NEW MARKETS AND REACH NEW CUSTOMERS

Our partnership with Sitecore helps solve the multilingual content challenge. The Lionbridge connector automates the transmission of content between Sitecore and Lionbridge's translation technology, making it quicker and more cost-effective to have sites in multiple languages. Now you can manage your site in one language, and all other languages stay current. Instantly export and re-import any and all content for localization. Traditional translation turnaround times can be reduced by up to 60%, ensuring content reaches global markets faster, at a lower cost and with less effort.

### OPTIMIZED MULTILINGUAL CONTENT MANAGEMENT

- **Enable the Power of Single-Source Publishing:** Allow the same source content to be re-used in all your digital channels. Edit source content once and recycle content prior to translation to minimize actual content for updates.
- **Simplicity Rules:** Start and manage translation projects seamlessly. Select your content, specify the desired language(s), click translate, and a new project is automatically created and sent to Lionbridge.
- **Save Time Every Day:** Eliminate copying and pasting and other tedious tasks. Highly-automated multilingual content management reduces the burden on your busy staff.



## 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 in sync
- Reduce localization costs and time
- Increase your ability to respond to local market demand

## CHALLENGES

- Growing volumes of customer facing content
- Huge backlogs of content yet to be translated
- Increasing content complexity (multimedia, interactive, etc.)
- Content needed in multiple languages quickly and cost effectively
- No visibility into content being translated and costs associated