



SPEED. SCALE. EXCEPTIONAL SERVICE.

HOW LIONBRIDGE HELPED NORDSON TRANSFORM THEIR WEBSITE INTO A MULTILINGUAL, MULTICULTURAL PLATFORM.

18 LANGUAGES

10 DIVISIONS SERVED

5 YEARS OF PARTNERSHIP



Digital Transformation: Success Quickly and at Scale

Nordson delivers engineering, manufacturing and marketing solutions for business clients to meet their adhesive dispensing, advanced technology and industrial coating systems needs. As Nordson expanded their business internationally, they faced a challenge: adapting their website to reach a multilingual and multicultural audience quickly and economically.

The solution was the design and deployment of a reliable and accurate **Content Management System (CMS)** that delivers **translated digital content** on an **accelerated timeline**, at a **global scale**. Nordson transitioned to a centralized CMS and chose Lionbridge to implement their new multilingual digital strategy across their global network. The partnership has continued to grow since it began in 2015.

Results at a Glance

DECENTRALIZED
PROCESS



UNIFIED
OPERATION



BRAND CONSISTENCY



AUTOMATED LOCALIZATION



COMPETITIVE ADVANTAGE



IN-CONTEXT REVIEW

The Challenge

Nordson had successfully established a global market presence—but lacked the structure and tools to ensure brand cohesion. Given the decentralized nature of their organization, each division had their own approach to translating and localizing content for their market. As a result, the content intended to represent their brand with a singular voice and style was being interpreted by several different vendors. Not surprisingly, Nordson noticed inconsistencies with how their

company's message was being communicated and with the quality of the translations. Nordson's mission to provide reliable, top-tier services to their customers drove them to reevaluate this initial digital globalization strategy. They needed flexible, accurate website translation support that could be implemented quickly and at scale. Lionbridge had the tools and expertise to meet that need.

The Solution

In partnering with Lionbridge, Nordson moved to Sitecore and instituted a singular, streamlined CMS across the enterprise. Lionbridge has years of expertise working with CMSs for best-of-breed website translation processes. Supported by those 20+ years of linguistic expertise and tech-focused translation workflows, we quickly set up a strategy that would meet Nordson's global needs and growth goals. The Lionbridge Connector for Sitecore proved to be the right strategy to align the decentralized organization onto one process across locales.

What is The Sitecore Connector?

The Sitecore connector is a powerful, technologically advanced translation tool. It has the capabilities to streamline the translation and localization processes both accurately and at scale. Our expertise with Sitecore brought a number of important advantages:

- Consistency in translation of digital content
- Accelerated turnaround to meet rush deadlines
- Efficient review of translations
- In-context preview of digital content
- Adaptability to translate different forms of content i.e. data sheets, brochures, etc.

A quality CMS makes digital transformation a manageable process. The Lionbridge-Sitecore integration was the solution Nordson needed.

“Integration with Sitecore CMS is why we chose Lionbridge, and the Freeway portal makes it easy for us to work with our in-country reviewers.”

Manager, Corporate Communications



The Results: Meaningful Connections With an International Audience

By deploying a CMS that can handle Nordson's scale and pairing it with the Lionbridge Connector for Sitecore, Nordson and Lionbridge embarked on a journey that digitally transformed Nordson's websites and go-to-market content. The Lionbridge-Nordson partnership has been successful in numerous ways. Together, the team has:

- Established **brand consistency** to support the success of 35 company branches worldwide
- Delivered an **automated website localization procedure** that enables Nordson to reach new international markets faster and with more localized content
- Introduced a **competitive advantage** with rapid web content publication and scalability, both in terms of content volume and geographic reach
- Provided the ability to review content in context using the Freeway Platform; **improved the quality of the final published content** and established a positive and productive relationship between Lionbridge and Nordson reviewers

Nordson values the experience and success of their customers above all else. In partnership with Lionbridge, they transformed their website into a multilingual digital experience that reaches customers in the language they prefer. Nordson can now connect with an international audience in more meaningful ways.



QUALITY



SCALING



CONSISTENCY



About the Client

Nordson is a B2B manufacturing company that has been providing quality adhesive dispensing, industrial coating and technology systems for over 50 years.

In the 1960s, Nordson began shipping product overseas and globalizing their business. By the end of the decade, they had established branches throughout Europe and Asia; today they operate in more than 35 countries worldwide. Nordson engineers, manufactures and markets dispensing equipment for consumer and industrial adhesives, sealants and coatings.

As a global company, Nordson strives to offer their customers the same high quality service, no matter where they are in the world. Their strategy for long-term growth is based on solving customers' needs globally. To address an internationally diverse customer base, a network of over 7,500 employees supports Nordson divisions worldwide.

In 2019, 68% of Nordson's revenues were generated outside of the U.S. Recognizing the potential of continued growth in the foreign business sector, Nordson sought a digital globalization strategy capable of supporting their global reach. Lionbridge applied linguistic expertise, technological prowess and years of experience to meet and exceed that demand.

“Lionbridge provided us with an out-of-the-box, proven process for website translation and translation review. Overall, they have helped our divisions speed up the deployment of new languages and manage their web content more efficiently.”

Manager, Corporate Communications

