LIONBRIDGE

HOW AI ENABLES AUTHENTIC MULTILINGUAL CONTENT AT SCALE
THE LIONBRIDGE LANGUAGE CLOUD™ IN ACTION

NO LICENSING FEES	<1 WEEK INSTALLATION TIME	SEAMLESS CONNECTIVITY

Translation Management Systems (TMS) are a crucial part of every large-scale localization workflow. However, they can be cumbersome to use and maintain, with steep licensing fees, tedious maintenance requirements, and challenging technological limitations. Alternatively, our content platform, the Lionbridge Language Cloud™, combines powerful AI and human creativity to deliver an experience like no other. Read the case study to learn how Lionbridge enabled a leading apparel retailer to reduce translation costs, free up human capital, regain control of their content, and focus on expanding global business.

ABOUT THE CUSTOMER

Our customer is a global retail giant that specializes in contemporary apparel and accessories. The company operates in over 110 countries, with hundreds of locations worldwide. As our customer's multilingual content efforts expand, so does their need for a more sophisticated localization solution.
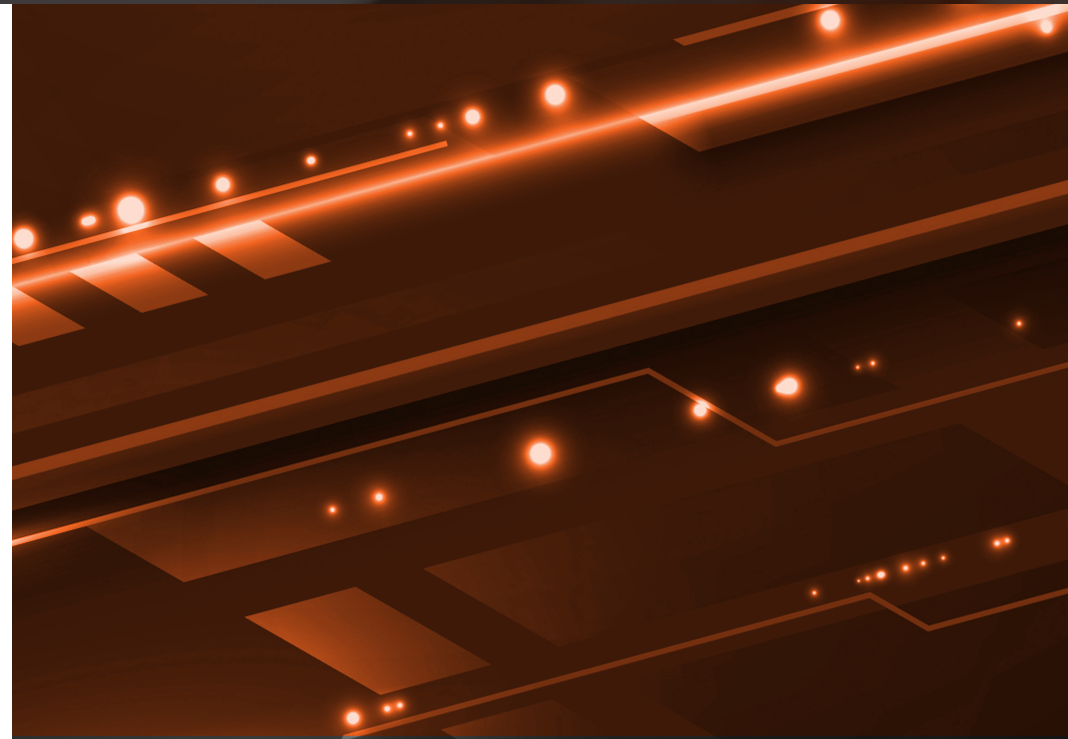
BACKGROUND

After years of using a proxy system to maintain its multilingual website, our customer's content outgrew the capabilities of the proxy. Though proxy systems can be a quick and easy localization solution, they can lead to significant challenges when used with complex content flows, including:

» English bleed-through on non-English pages

» SEO penalties due to automatically generated content

» Inability to translate non-text assets

» Lack of control over domain and content

» Exponential increase in investment

The company put out an RFP in search of a localization solution that would meet rigorous quality standards, simplify software management, and provide some much-needed flexibility. In addition to alleviating its problems, our customer wanted to centralize all localization across the organization and increase translation velocity.

THE CHALLENGE

Our customer was in search of a solution that would not only resolve some of these challenges but also reduce the need for human capital. Finding limited options, they had initially decided upon purchasing a TMS offered by another provider. However, the TMS came with its own set of challenges:

» 6+ month time to deployment

» Need for dedicated IT management

» Costly licensing and maintenance fees

The company kept its search open, figuring there must be a better solution out there.

ENTER: LANGUAGE CLOUD

After further deliberation, the company decided to partner with Lionbridge.
The reason? Our AI-powered content platform. The Language Cloud offers a full tech stack including CAT tools, a customer portal, online client review, custom connectors and integrations, the world's only enterprise-grade, hybrid machine translation engine, and access to a global network of linguists and translators. Notably, the Lionbridge Language Cloud technology is offered at no cost to customers and requires no installation software maintenance, updates, or IT resources. The cloud-based platform is managed completely by Lionbridge — customers only pay for translation.

TRADITIONAL TMS SERVICE

- Costly licensing and maintenance fees
- 6+ month installation time
- Troublesome installation requirements and software updates
- Need for dedicated management personnel
- Need for specialized IT resources, which many companies must outsource or hire new employees to cover

LIONBRIDGE LANGUAGE CLOUD

- No licensing fees
- <1 week installation time
- No installation, maintenance, administration, or updates required
- Content insights and analytics
- Seamless connectivity; Application Programming Interfaces (APIs), CMS, DAM, and PIM integrations
- Automatic workflows designed by project management experts

SOUND FAMILIAR?

Localizing content at scale is no small feat. With so many translation tools out there, it can be hard to figure out which one is right for your business. If this story sounds like you, then Lionbridge is your simple solution to Localizing Everything.

Leverage Lionbridge's advanced AI technologies and customized solutions and experience:

» Total customization

» Streamlined workflow

» Optimized assets

» Authentic multilingual content generation

» AI model training

» Increased content velocity

» Increased localization ROI

Ready to unlock your content's full potential? Read more about the Lionbridge Language Cloud or reach out to learn what we can do for you.

LEARN MORE AT
LIONBRIDGE.COM