LIONBRIDGE

AUTOMATE YOUR TRANSLATION WORKFLOWS WITHIN YOUR CMS

A Seamless Solution to Speed up Translations for the Marketing Buyer

Global expansion can open the door to a lot of good things—increased market share, brand exposure, new opportunities, etc. But, along with growth comes complexity. There are larger volumes of content to update in more languages across more channels and platforms, all of which can put a strain on your resources—that's where content management system (CMS) integration comes in. **Connecting directly to your translation provider helps eliminate complexity and gives you firm control over your high-volume, time-sensitive translation projects.**

AUTOMATE TO IMPROVE GLOBAL CUSTOMER EXPERIENCE AND INCREASE REVENUES

By automating website translation management, you get the hands-on control you need to boost efficiencies, speed time-to-market and reduce costs. This allows you to focus more time on launching locale-specific campaigns, measuring and optimizing for success and meeting and exceeding global revenue goals. You're also able to provide a seamless customer experience to your international audiences. A good CMS integration solution should also help you:

Increase global market engagement and customer conversion rates

Meet local market demands by enabling the creation of more relevant, locale-specific content

Connect to virtually any translation system with published APIs

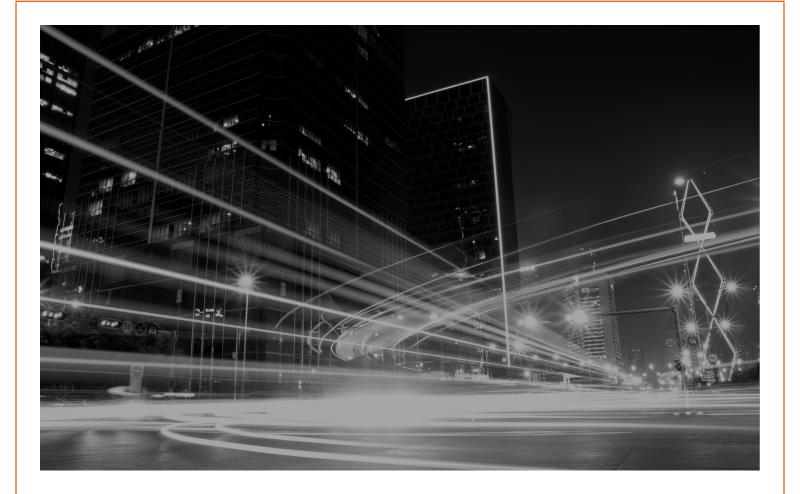Save time and money by eliminating manual file transfer and associated errors

Boost team productivity without deploying and learning a new software platform

Ensure secure, reliable content delivery in one seamless flow—with proven software that's been tested and implemented in all leading CMSs

Enable translation services with a technology-neutral, open standards-based solution

LIONBRIDGE CMS INTEGRATION

With everything you do in your regular work day, why would you want to dedicate time to learn new software? Lionbridge recognizes this and has developed a CMS integration solution that works directly with your CMS, which allows you to work within your own familiar content creation and publishing environment.

The secure connection to your CMS enables users to automate the selection, transfer, retrieval, and monitoring of content for localization. Not only are you working in your own platform, but you're streamlining workflows and boosting efficiencies as well.

How does it work?

Lionbridge software seamlessly integrates with your CMS reducing the level of support needed from your IT team. Once installed, it inserts translation workflows directly into the CMS user interface. Through a single platform, the Lionbridge connector simplifies your tech stack—and enables your global teams to deliver consistent brand messaging across markets and languages.

Lionbridge offers two options for streamlining website translation based on your current CMS infrastructure:

1

A suite of nearly twenty out-of-the-box connectors for leading content platforms across CMS, e-commerce, PIM, marketing automation and eDiscovery.

2

The ability to integrate with our REST-based translation API if we do not have a connector. This is the first open API that supports all translation quality levels and content types.

IS LIONBRIDGE CMS INTEGRATION RIGHT FOR ME?

Our CMS integration translation method may be right for your organization if you:

Have a CMS that supports multilingual web content management and publishing

Manage medium-to-large deployments with several multilingual sites and large amounts of dynamic content

Require rapid time-to-market and frequent updates with fast turnarounds

Interface with e-commerce, product information management systems, data warehouses and other systems

Work with multiple content owners, contributors, editors and stakeholders

VISIT **LIONBRIDGE.COM/OUR-PLATFORMS** TO LEARN MORE.

See how Lionbridge CMS integration and other software solutions can streamline and simplify your multilingual translation projects to help you successfully meet your global e-business goals.

About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers and employees by delivering localization and training data services in 350+ languages. Through our world-class platform, we orchestrate a network of one million passionate experts in 5000+ cities, 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