



## Solution Brief

### Language Technologies Solutions from SDL

Analyst research shows that for many companies, a high percentage of customers buy based on the content they read, not on touching the product itself. Additionally, for many global organizations, two thirds of their revenues can come from outside of their home markets. The growth of global business and the increasing amounts of content on the internet have made it imperative for companies to manage their content and language in a sophisticated and strategic fashion in order to:

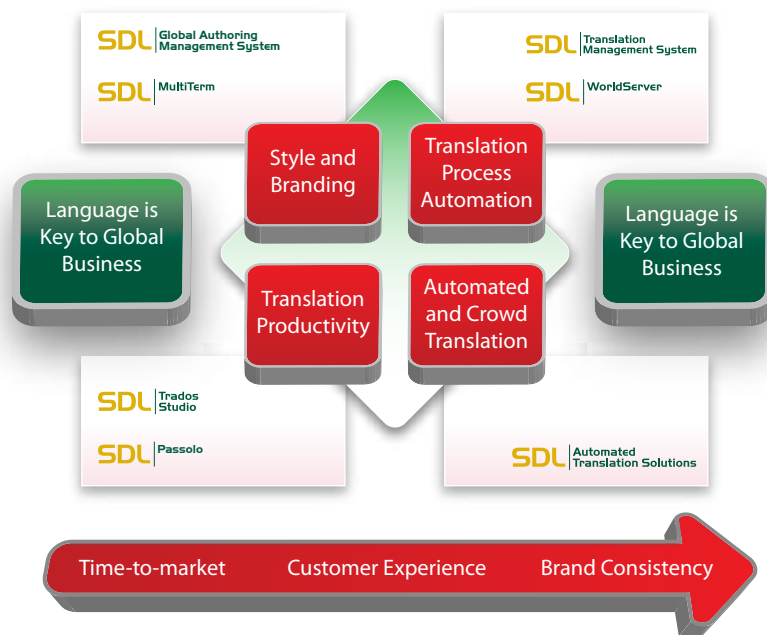
- Ensure brand consistency around the world
- Reduce the time it takes to release products to global markets
- Improve the global customer experience

# Solution Brief

DIVISION/ CONTRIBUTOR	BUSINESS IMPACT
Product Development	<ul style="list-style-type: none"> <li>• Release products to global markets faster</li> <li>• Reduce the cost of translation in the rollout of products</li> <li>• Improve the consistency of content, improving the customer experience</li> </ul>
Manufacturing and Distribution	<ul style="list-style-type: none"> <li>• Reduce the time and cost of delivering multilingual packaging and labeling</li> <li>• Adhere to regulations and provide the correct level of multilingual content</li> </ul>
Sales and Marketing	<ul style="list-style-type: none"> <li>• Ensure global brand consistency in all content</li> <li>• Automate the translation of content held in social media so you can communicate with your global customers</li> <li>• Automate many of the manual tasks involved in delivering multilingual collateral so you can focus on marketing</li> </ul>

All contributors are important in the delivery of multilingual content. The Language Technologies solution from SDL provides an integrated software platform that enables content creators, localization departments, all translators and developers to:

- Ensure consistency of brand
- Automate manual processes in delivering and reusing global content
- Take advantage of machine translation to improve efficiencies
- Reuse content and improve translator productivity in content and software localization



## Style and Branding

Ensuring consistency in your brand's terminology, as well as adhering to style and grammar rules, is an important component in ensuring global brand consistency and customer satisfaction. It is also important to reuse previously created content to improve productivity when producing content, as well as to help deliver a consistent message to customers worldwide. SDL provides two integrated solutions that connect to the other language solutions used by both corporations and translators, so that you can be confident of the quality of both your source and multilingual content:

- SDL Global Authoring Management System™
- SDL MultiTerm®

## Translation Process Automation

There are many manual tasks involved in typical localization processes. These delay the ability to get products to market on time and cause inefficiencies in the process of delivering multilingual content. A translation management system helps automate the process of localization, ensuring one system manages different tasks and is a central place for everyone involved in the localization process to manage, translate and review content. It also provides a system for centralizing all content that is translated and reused across the corporation, the language service provider and by different translators. This centralized approach provides greater control and monitoring of the localization process for further efficiencies. SDL has two key solutions for managing the localization process:

- SDL Translation Management System™
- SDL WorldServer™

Both solutions can be independently and securely hosted remotely through ‘the Cloud’ or deployed on-premise in your organization. Our experienced consultants will help pick the right solution for you.

### Automated and Crowd Translation

Increasingly, global businesses are looking at the ways of reducing the time and costs of delivering multilingual content to global customers. Automated or machine translation is one way that companies can do this. It can provide automatic translation of content held within websites, technical documentation and knowledge bases. What is key however, is that it is integrated as part of a process for managing the company’s overall localization. SDL also integrates automated translation into its translation productivity solutions, to enable translators around the world to benefit from the efficiencies gained through this technology. SDL provides solutions for both automated translation alone, as well as automated translation with human post-editing for when higher quality is required:

- SDL Automated Translation Solutions™

Some companies are already starting to look at the idea of the crowd, where the public or their customers, translate content. SDL is constantly evaluating trends such as the crowd and, with its hosted software offerings, is always looking at ways to do this more effectively.

### Translation Productivity

The different components from SDL’s solutions are integrated and linked together to ensure that all parties involved in the process can work together. Enterprises work with translators and it is crucial that the files they need translated, along with all supporting information, can be passed from enterprise to translator, translated and then passed securely back to the enterprise. SDL provides the solutions for translators to translate content and software more productively. These solutions hook into the enterprise translation management systems and the translation process to centralize and reuse content and to ensure that no information is lost in passing content back and forth.

- SDL Trados® Studio
- SDL MultiTerm
- SDL Passolo™

### Professional Services, Training and Support

In order to get the most from your implementation, our professional services team works to a proven delivery methodology using industry-standard project management tools and techniques. The team has a vast amount of experience and our consultants work with customers to design and implement both process and technology solutions, as well as customer-specific functionality. We also provide integrations to content management systems and other customer applications.

Additionally, so that our customers can own further changes and enhancements to their own systems, a variety of training solutions are available. These are delivered either in-house in your own offices with customer-specific sessions, through an approved training center or online. We provide a support solution with a global infrastructure, to ensure you are able to quickly resolve problems or questions related to your solution. An experienced and highly-knowledgeable support and hosting team provides local language support and is the first to know about new product releases.

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After-sales Support	<ul style="list-style-type: none"> <li>• Improve customer satisfaction by speaking in the language of the customer and resolving issues online</li> <li>• Reduce the time and costs of translating knowledge bases</li> <li>• Integrate automated translation into your everyday communications, to talk with clients in their own language</li> </ul>
Language Service Provider	<ul style="list-style-type: none"> <li>• improve the efficiency in the process of delivering multilingual content to clients</li> <li>• Reduce the time and cost of managing client projects</li> <li>• Ensure access to files and supporting material with freelance translators and enterprise clients</li> </ul>
Freelance Translator	<ul style="list-style-type: none"> <li>• Translate content faster and more productively</li> <li>• Easily transfer files and supporting material between clients and Language Service Providers</li> <li>• Improve the quality and consistency of translations</li> </ul>

SDL is the leader in Global Information Management solutions, which provide increased business agility to enterprises by accelerating the delivery of high-quality multilingual content to global markets. The company's integrated Web Content Management, eCommerce, Structured Content and Language Technologies, combined with its Language Services drive down the cost of content creation, management, translation and publishing. SDL solutions increase conversion ratios and customer satisfaction through targeted information that reaches multiple audiences around the world through different channels.

Global industry leaders who rely on SDL include ABN-Amro, Bosch, Canon, CNH, FICO, Hewlett-Packard, KLM, Microsoft, NetApp, Philips, SAP, Sony and Virgin Atlantic. SDL has over 1500 enterprise customers, has deployed over 170,000 software licenses and provides access to on-demand portals for 10 million customers per month. It has a global infrastructure of more than 50 offices in 34 countries.

For more information, visit

[www.sdl.com](http://www.sdl.com)

