

Integrated Web Translation Provides Enterprises With a Competitive Edge in a Global Economy

The Associated Press

Lionbridge Technologies, Inc. (<http://www.lionbridge.com>) (NASDAQ: LIOX) and Sitecore (http://www.sitecore.net?sc_camp2B6A6160F78645E2B5D9A30313462D67) today announced a partnership to enable organizations to manage global Web communications as an integrated, seamless process from content creation to translation.

Global organizations have a significant set of challenges -- including translation of brands, content and websites, global program management, building and managing a network of outsourcers, and more. Many of these organizations rely on corporate websites to increase international market share and speed adoption of products. Lionbridge and Sitecore have partnered to integrate the Sitecore Content Management System (CMS) technology (http://www.sitecore.net/Products.aspx?sc_camp2ADA18156C254894A49A1487D5740096) with Lionbridge's Freeway translation technology platform. This integrated solution will give organizations a seamless process for managing the linguistic and technical requirements of Web content.

"This partnership with Sitecore is yet another example of our strategy to partner with market leaders in content management to provide an open, flexible workflow process for managing global Web content," said Rory Cowan, chief executive officer, Lionbridge. "By integrating Sitecore's easy to use Web platform with Lionbridge's market leading portal we can now provide a simple, integrated solution for managing organizations' global Web communication and strategic messaging."

Sitecore's software makes managing multi-language websites easier and more cost effective by automating the manual process of content translation with Lionbridge's online translation service delivery platform. Lionbridge's language solutions will be available from within Sitecore's CMS and fully integrated with the Content Editor to form a seamless translation workflow that dramatically streamlines the entire global content lifecycle.

"Communicating to audiences around the world via email, Skype and instant messaging is common practice, however some businesses are still presenting their company's brand and products to one Web audience," said Paul Markun, chief marketing officer, Sitecore. "It is no longer an acceptable business practice to communicate in one language. Localizing websites is essential in marketing products and services to stakeholders around the world."

About Lionbridge Lionbridge Technologies, Inc. (NASDAQ: LIOX) is a provider of translation, development and testing solutions. Lionbridge combines global

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Published on Chem.Info (<http://www.chem.info>)

resources with proven program management methodologies to serve as an outsource partner throughout a client's product and content lifecycle -- from development to translation, testing and maintenance. Global organizations rely on Lionbridge services to increase international market share, speed adoption of global products and content, and enhance their return on enterprise applications and IT system investments. Based in Waltham, Mass., Lionbridge maintains solution centers in 26 countries and provides services under the Lionbridge and VeriTest brands. To learn more, visit <http://www.lionbridge.com> (<http://www.lionbridge.com/>)

About SitecoreSitecore redefines how organizations engage with their customers online, powering experiences that can sense and adapt to a customer's needs to increase revenue and customer lifetime value and satisfaction. Sitecore was the first Web Content Management system (WCM) to incorporate marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies into a cohesive, integrated open platform. Sitecore's software makes it easy for businesses to identify, serve, engage and convert new customers online.

Sitecore's broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and online business strategy. Its powerful development platform, integrated marketing automation tools and intuitive editing workspace enables successful websites of all types.

Thousands of public and private organizations have created and now manage more than 27,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, Lloyd's of London, Microsoft, Omni Hotels, Siemens, Thomas Cook and The Knot.

Connect in the Sitecore Community (http://www.sitecore.net/Community/Business-Blogs.aspx?sc_campE372DF4834EA4DF2BFB4037688852F74) to experience Sitecore's success and that of its customers, partners and developers.

Source URL (retrieved on 12/26/2014 - 5:25am):

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