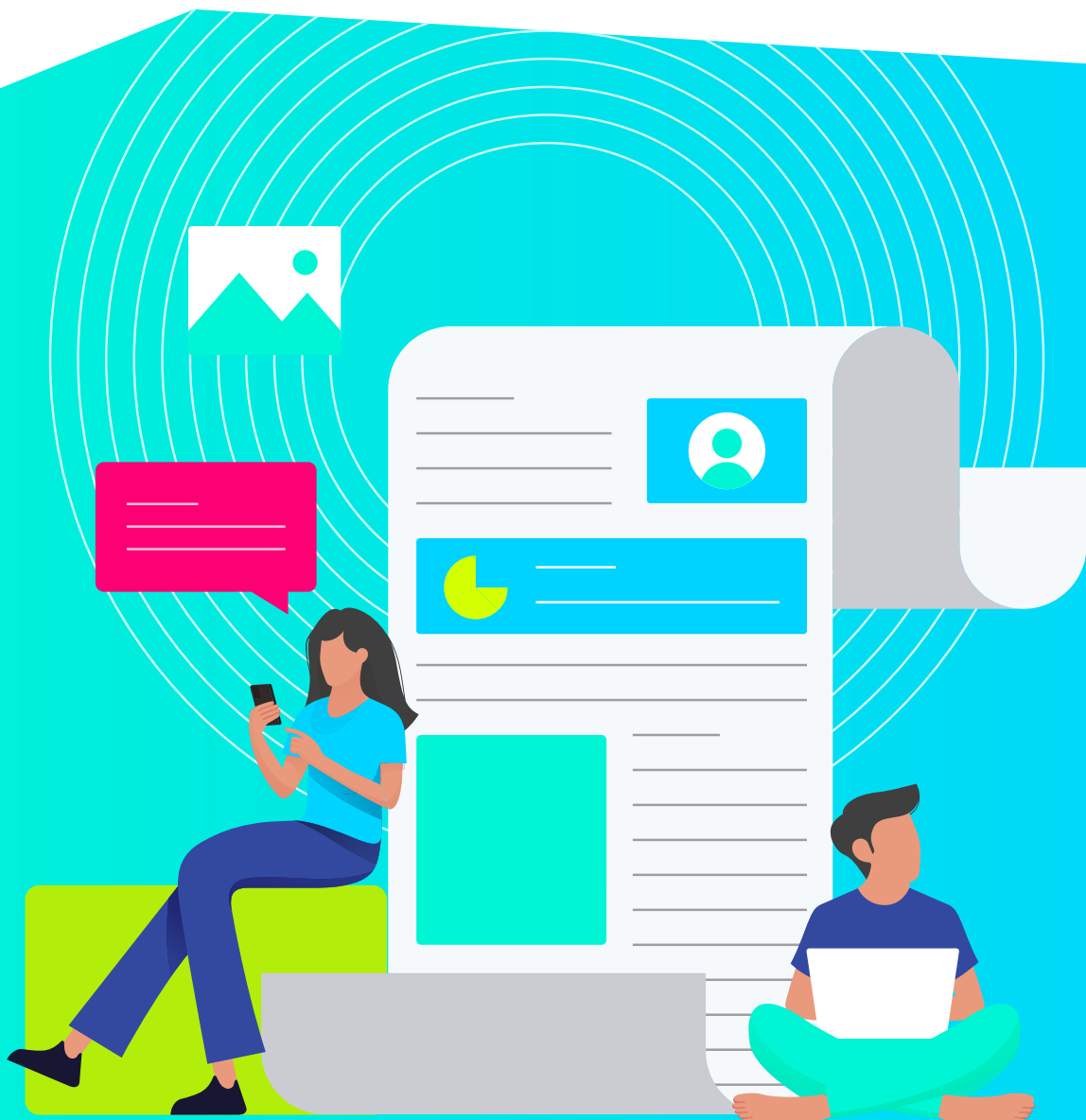




Checklist: How to Save Costs When Translating Product Information



Are you well-positioned to translate product information today?

	No	Planned	Yes
1. We use a global translation management system.			
2. We can track “in process” and “completed” translation projects.			
3. We avoid duplicate translations by being able to reuse previously translated content.			
4. We are able to streamline the publication of translated product content to all sales channels without manual effort.			
5. Our translation process is automated for the most part.			
6. We use a consolidated terminology database.			
7. We can allow both internal and external translators and contributors into our process.			
8. Translations can be executed offline.			
9. Repetitive work is easily detected and avoided during translation, even for very similar copy elements.			
10. We can have different translation processes for: Technical terms Editorial copy Advertising texts			
11. We are able to track changes and can update important documents such as contracts and policies by using a central translation repository.			

Your results: How are you performing today?

Did you check mostly “No”?

Don't worry! Your first step is to take a closer look at your processes to identify where your optimization potential lies. Read on to learn about the five processes that can help reduce your translation costs and streamline operations.

Did you check mostly “Planned”?

You've recognized that over the long run, a manual approach has many disadvantages especially when it comes to competing globally. On the following page you will find five processes that can help reduce your translation costs.

Did you check mostly “Yes”?

You are already very well-positioned when translating product information. Did you ever think about not only meeting but exceeding your customers' expectations by offering personalized product experiences? We'd be happy to work with you to identify further opportunities.



5 processes to streamline the translation process for product information

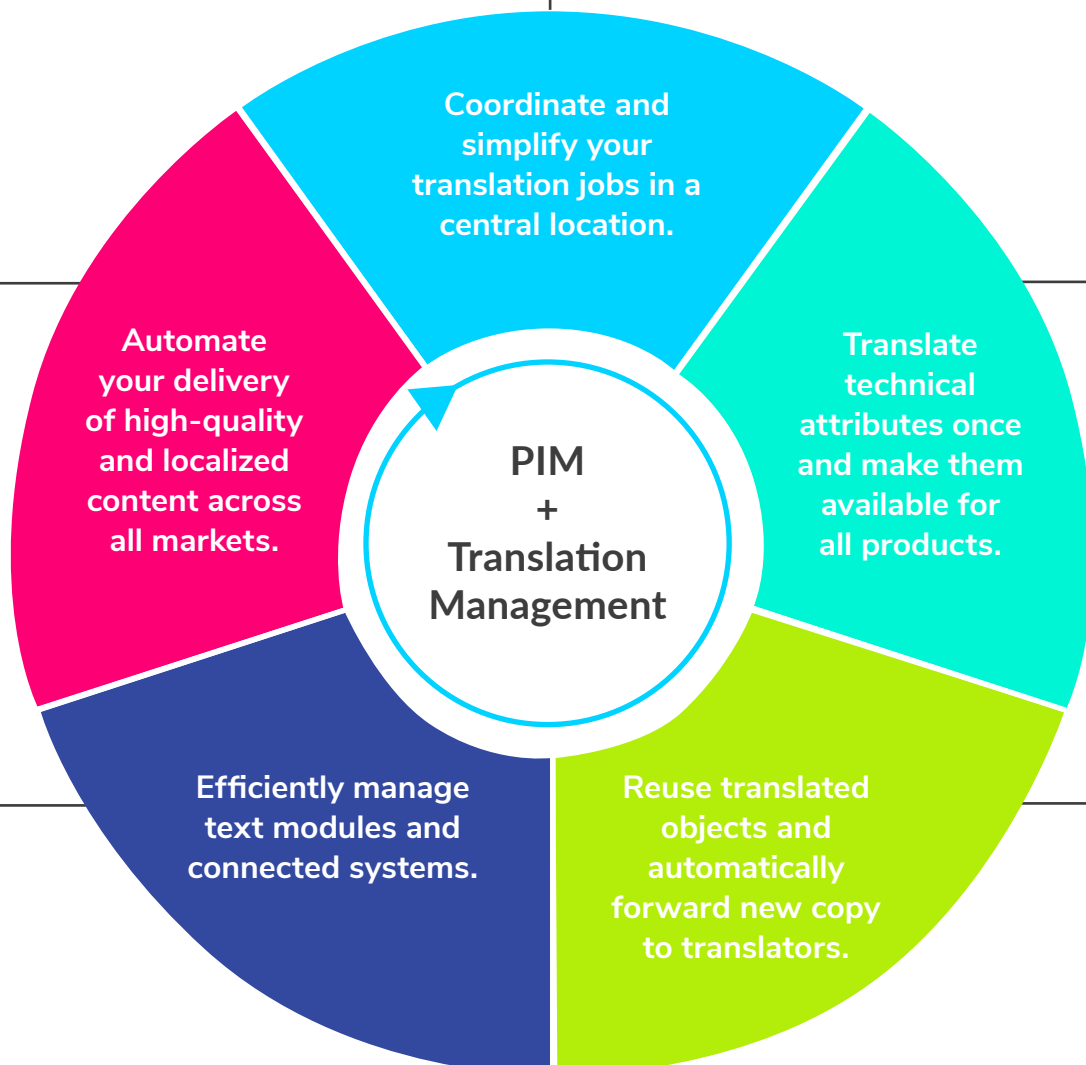
Are you struggling with complex and manual translation processes? Do even simple and small-scale translation projects create redundancies and high costs?

Can you translate proposals and invoices in all languages to ensure compliance for regional laws and regulations?

Do you lose track of which translations have already been created, updated and shared across all channels?

Do you spend a lot of time translating channel-specific content while ensuring high-quality content?

Do you have to translate technical features and highlights from scratch, for each output, especially if they appear in the description text?

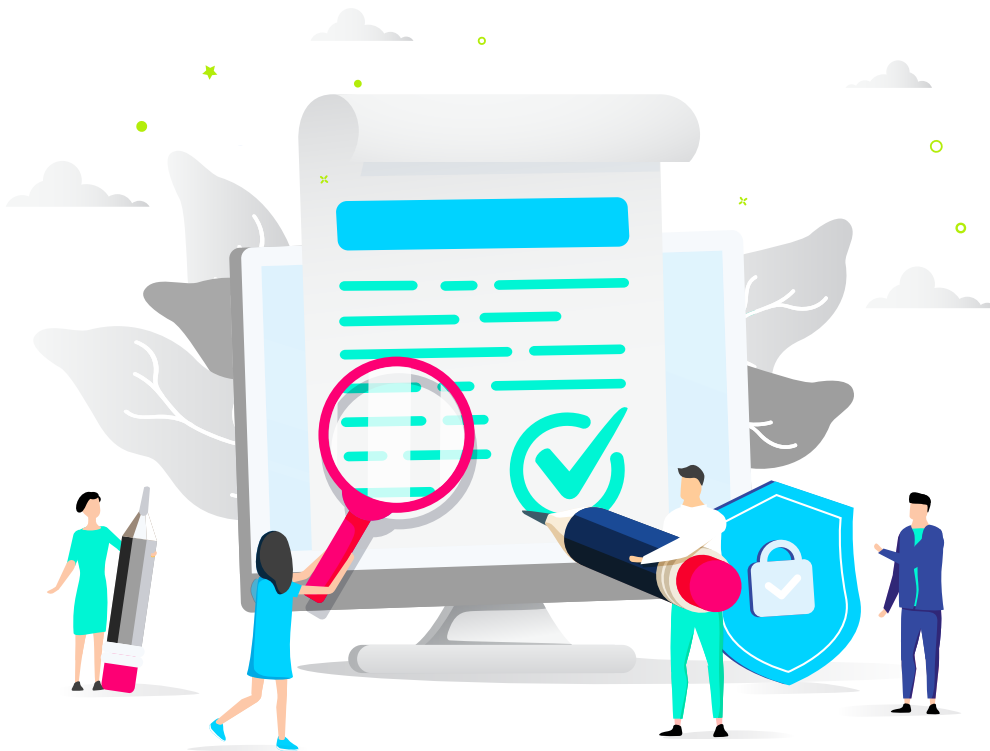


Bring your brand's story to every market

Streamline the translation process of your multilingual content from initiation to publication.

Key benefits

- Streamline your translation process of all your product content to target all sales channels
- Get better results when translators receive rich product data
- Optimize your budgets for both internal and external translation jobs
- Gain full transparency on the status of all work
- Save time and money
- Reduce overhead costs by automating content maintenance



Let's get in touch

Contentserv offers a combination of multiple data management components that allows you to control the total product experience. Offer rich, relevant and emotional content to your customers across all touch points in real-time.

Find out how Contentserv's Product Experience Platform can help to centralize, simplify and streamline your translation processes. Deliver the groundbreaking product experiences your customers around the world expect.



About ContentServ

ContentServ helps brands and retailers offer customized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at www.contentserv.com