

AUTOMATING PRE-SALES MARKETING LOCALIZATION

Translates to Faster Global Growth and Better Use of Highly-skilled People's Time

WHO

Agilent Technologies is the world's premier measurement company and a technology leader in chemical analysis, life sciences, diagnostics, electronics and communications. The company provides bio-analytical and electronic measurement solutions to the communications, electronics, life sciences and chemical analysis industries to customers in more than 100 countries.

Formed in 1999 when it was spun off from Hewlett-Packard, Agilent has three business segments: electronic measurement business, chemical analysis business and life sciences business. Agilent also conducts research through Agilent Technologies Laboratories.

AGILENT AT A GLANCE

- Founded in 1999
- CEO: William P. Sullivan
- FY 2013 Revenues: \$6.8 billion
- 20,600 employees
- Business Focus: Healthcare Electronics
- Headquartered in Santa Clara, CA
- Other locations in Brazil, Canada, China, France, Germany, India, Italy, Japan, Korea, Russia, Singapore, Spain and the United Kingdom



Agilent Technologies

WHY

AGILENT MARKETING SPEARHEADED A BETTER APPROACH TO LOCALIZATION WITH CLOUDWORDS

In a concerted effort to expand into new global markets, Agilent executives recognized the critical role that localization would play in growing the business. As a result, management increasingly looked at translation as a strategic process, especially for the company's Pre-Sales Marketing efforts – the team that helps sales bring in new business.

Rather than viewing their worldwide delivery of pre-sales content purely in terms of translating words on a page, Agilent's marketing and localization leaders realized they

should examine the entire "content value chain." They sought to determine how they could get the greatest yield in terms of both market reach and content output, as well as use of their highly-specialized teams' time. By looking at globalization from a process management perspective, they recognized the need to bring automation, structure and transparency to the company's localization efforts to support their global go-to-market goals.

Getting data and insights into their localization efforts was a key first step. Because team members around

the world – both in marketing and localization – were managing localization in a manual and disjointed way, it was nearly impossible to extract meaningful metrics around the amount of time and money localization was taking, let alone the business impact of globalization efforts. The key internal stakeholders in the translation process were the pre-sales marketing team, the localization team, and the professional subject matter experts in key disciplines like chemistry, life sciences, and bioanalysis. They were using email and spreadsheets to manage workflow among the project initiators, the external transla-

tors, and the reviewers, as well as to track deadlines, and to communicate as a team around a multitude of translation projects. This led to a lot of wasted time by individuals – especially highly-paid professionals who are expected to focus on research-related activity, as well as frequent duplication of efforts for all parties involved. And if they were going to bring multilingual pre-sales materials to international markets faster and capture greater global market share, they needed to significantly reduce their turn-around times for translation.

HOW

CLOUDWORDS HELPED

For Agilent's Pre-Sales Marketing team, the goal of localization is to extend the company's reach to existing and future customers. In the first 9 months of using Cloudwords alone, Agilent has been able to expand its global impact, while dramatically increasing the productivity of its team, and achieving significant savings in time-to-market and translation costs. Agilent has been managing an average of 103 translation projects per month into an average of 10 languages over the past six months, thanks to the automated workflow enabled by Cloudwords.

What are the types of materials Agilent is now able to get to market more efficiently? Agilent runs over 40 different pre-sales marketing content types through Cloudwords. These include: web content, product documentation, technical overviews, press releases, product datasheets, brochures, online store, catalogs, application notes, flyers, exhibits, emails, advertisements, specifications, video subtitles, banners and more.

Better Team Performance and Increased Speed

Because Cloudwords created so many operational efficiencies, Agilent's Pre-Sales Marketing team members whose jobs aren't 100% dedicated to localization can focus on other vital aspects of their marketing roles. Those in localization can now handle more translation projects and have a much greater throughput to drive greater global impact for Agilent. And the scientists and technical professionals, who are the lifeblood of Agilent's offerings, are able to allocate the right amount of time to review the translated materials, without putting their greater responsibilities at risk.

Improved communications around translation projects is another significant benefit. It means less wasted time re-sending emails, re-posting copy, or worse, re-doing work already done, something that was a growing problem for Agilent. Thanks to Cloudwords, the company has centralized and managed its translation workflow so effectively that management has "significantly freed our capacity to focus on more value-add work," according to the lead localization project manager. Agilent claims that their localization project managers have been given back 50% of their time to focus on doing more strategic and valuable work, and the large ecosystem of content reviewers have been given back 20% of their time to focus on their core job functions as chemists, technical leads, and other scientific roles.

"WE NOW LOOK AT LOCALIZATION MORE STRATEGICALLY. PREVIOUSLY, LOCALIZATION WAS AN AFTERTHOUGHT; MOST DECISIONS WERE MADE LOCALLY, IN COUNTRY. THERE WAS NO RHYME OR REASON AROUND WHAT GOT TRANSLATED."

Barbara Sekel, Manager, Global Presales Localization and Marketing Processes

With its people working more productively, and tighter management of all aspects of its localization process, Agilent has significantly accelerated getting content into all markets it serves.

Improved Metrics and Visibility

Prior to Cloudwords, Agilent's pre-sales marketing team had no visibility into what was being localized, or how, unless they were copied on emails related to such projects. Sometimes, team members would forget to copy them, and even when they were copied, there were too many email trails to keep up with and they didn't add up to useful information from which they could make future localization decisions. Today management is reaping the benefits of a centralized workflow and executive reporting, while other stakeholders appreciate having access to technology that eliminates black holes and provides visibility into all aspects of the company's translation activities. Anyone can easily extract real-time analytics and generate reports to keep management apprised of the status of their projects. Using the Cloudwords dashboard, stakeholders are able to run reports in real time that:

- Track where their resources have gone – both people and budget
- Monitor on-time delivery
- Measure investments in each geography and evaluate whether the investment is in line with strategic objectives
- Monitor translation quality

Reduced Costs, a Valuable Corporate Asset, and Global Message Consistency

Since beginning to use Cloudwords in March 2013, Agilent has already saved nearly 20% of its direct translation costs by leveraging Cloudwords' centrally hosted OneTM Translation Memory. The company's Translation Memory has grown to 5.5 million total words, meaning

that with each project, fewer and fewer words and phrases need to be translated. This Translation Memory database for Agilent is, in essence, a previously unrecognized business asset valued at nearly US\$1mn¹. And its value continues to grow over time, as translation costs go down. Agilent's internal stakeholders now take advantage of Cloudwords' application to update and fully leverage all their multilingual assets – Agilent's glossary of highly-specialized terminology and its Translation Memory. Besides reducing costs, this means that they can rest assured their messaging is consistently delivered across languages, and the quality of translation is always high.

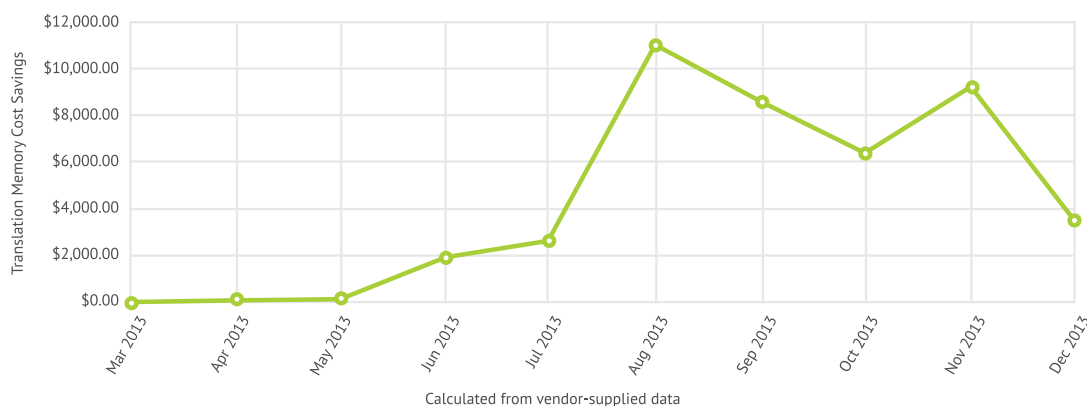
High Levels of User Adoption Ensure Ongoing Benefit

A tool is only valuable if it gets used. Cloudwords' intuitive user interface has generated enthusiastic engagement throughout Agilent. In an average month, 80 people – project requestors, project managers, administrators and reviewers – are active in Cloudwords, with a total of 300 users overall! Agilent management says they have received “no pushback whatsoever; even the divas don't moan and groan!” This reinforces that they are benefiting from the productivity benefits Cloudwords was designed to deliver. Even with all this activity in the Cloudwords application, no involvement from IT has been required, so the team operates very nimbly.

With high productivity returns, deeper insight into the value of translation projects, and faster speed-to-market, Agilent looks forward to continuing to support its global growth with Cloudwords.

Translation Memory Cost Savings

Based on the difference between what you paid and what the cost of your projects would have been without translation memory.

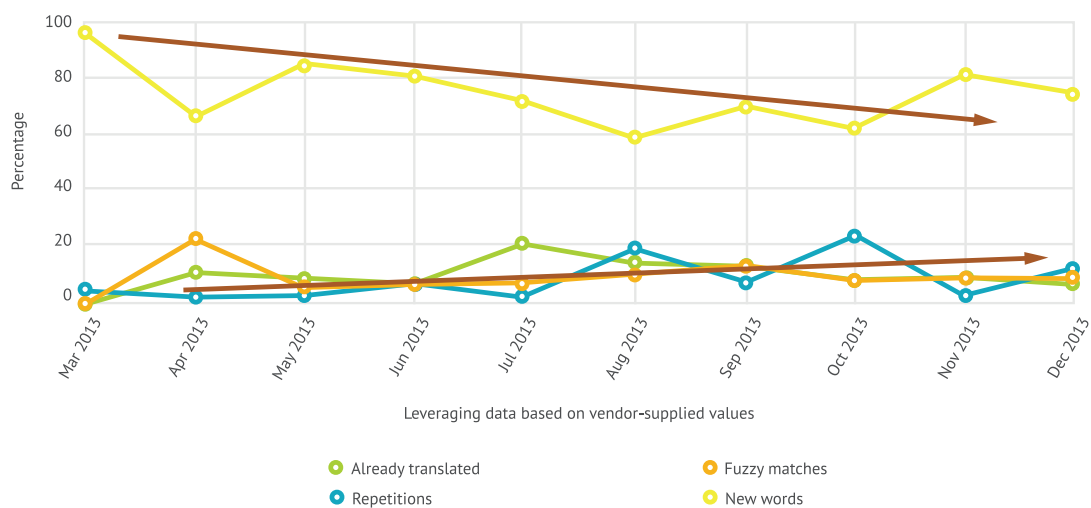


Translation Memory Word Count



Translation Memory Leveraging

Based on leveraging data provided by vendors on their quotes.



Successful Translation Memory leverage: instances of new words are decreasing, while the number of words already translated is increasing.

¹As calculated by the company's average cost per word multiplied by the number of words in its hosted Translation Memory

