

MAKING DIGITAL SPEED-TO-MARKET A GLOBAL ADVANTAGE

WHO

Power Integrations, Inc., is a Silicon Valley-based supplier of high-performance electronic components used in high-voltage power-conversion systems. The company manufactures integrated circuits and diodes that enable compact, energy-efficient AC-DC power supplies for a vast range of electronic products including mobile devices, TVs, PCs, appliances, smart utility meters and LED lights. The company's technology enhances the efficiency, reliability and cost of high-power applications such as industrial motor drives, solar and wind energy systems, electric vehicles and high-voltage DC transmission. Power Integrations' EcoSmart® energy-efficiency technology has prevented billions of dollars' worth of energy waste and millions of tons of carbon emissions since its introduction in 1998.

POWER INTEGRATIONS AT A GLANCE

- Founded in 1988
- CEO: Balu Balakrishnan
- 2012 Revenues: \$305.4 million
- 530 employees
- Business Focus: Analog Semiconductors
- Headquartered in San Jose, CA
- Other locations in Germany, Canada, India, Singapore and China



WHY

POWER INTEGRATIONS' ONLINE MARKETING TEAM CHOSE CLOUDWORDS

With at least 60% of its global sales coming from Asia, keeping global web content fresh is a top priority for the company, which maintains its online properties in English and four additional languages to be relevant to its target audiences. Before choosing Cloudwords, Power Integrations was using a painfully disjointed and very manual translation process that was difficult to measure and took up far too much of everyone's time. Employees

used spreadsheets and were always chasing down the status of various pieces of content that were being translated.

Moreover, executive management had a vested interest in staying up-to-date on localization projects, yet it was difficult for marketing management to pull together the information executives requested.

Frustrated with its time-consuming and burdensome approach to localization, the online marketing team looked to streamline its translation process in order to accelerate how quickly it could get to its web content from all digital

properties, as well as the supporting collateral, to all markets. Online marketing management also wanted a solution that would introduce the much-needed transparency into the company's translation projects.

HOW

CLOUDWORDS HELPS

Power Integrations regularly translates more than 15 categories of multilingual marketing content into four languages to reach its global customer base – the lion's share being in Asia. These translation project types include: websites, blogs, newsletters, articles, email campaigns, sales collateral, product datasheets, press releases, trade show posters, presentations and videos. Using Cloudwords, Power Integrations has automated its localization process, dramatically reduced translation cycle times, and significantly reduced its overall localization spend.

Increased Speed and Productivity

Power Integrations' marketing team has benefited significantly from the automated workflow and streamlined processes that Cloudwords enables. It has helped streamline how they work within multiple CMS platforms, marketing automation tools, CRM, and other technologies. Gone is the inefficient use of FTP sites, Excel, and email to manage the localization process. As such, the team has been able to reduce their average translation project cycle time from 6 weeks to 2 weeks.

With a lean team to begin with, marketing management sought to make the best use of everyone's time. With Cloudwords reducing the time marketers spent on localization activities, especially the tedious aspects of it, the team's ability to focus on other important work has greatly improved, generally increasing the productivity and performance of the staff.

Finally, the company now employs a standardized process in how they work with all their translation agencies, which has simplified the vendor management process and further freed up everyone's time for more mission-critical work.

How quickly were they able to start reaping these gains? Because Cloudwords is a highly-intuitive cloud-based platform, the Power Integrations team was able to get up and running in less than a day!

"WE HAVE REDUCED OUR CYCLE TIME BY UP TO A HALF OR A THIRD OF THE TIME IT USED TO TAKE US."

Chick Webb, Senior Worldwide Online Marketing Manager

Greater Visibility

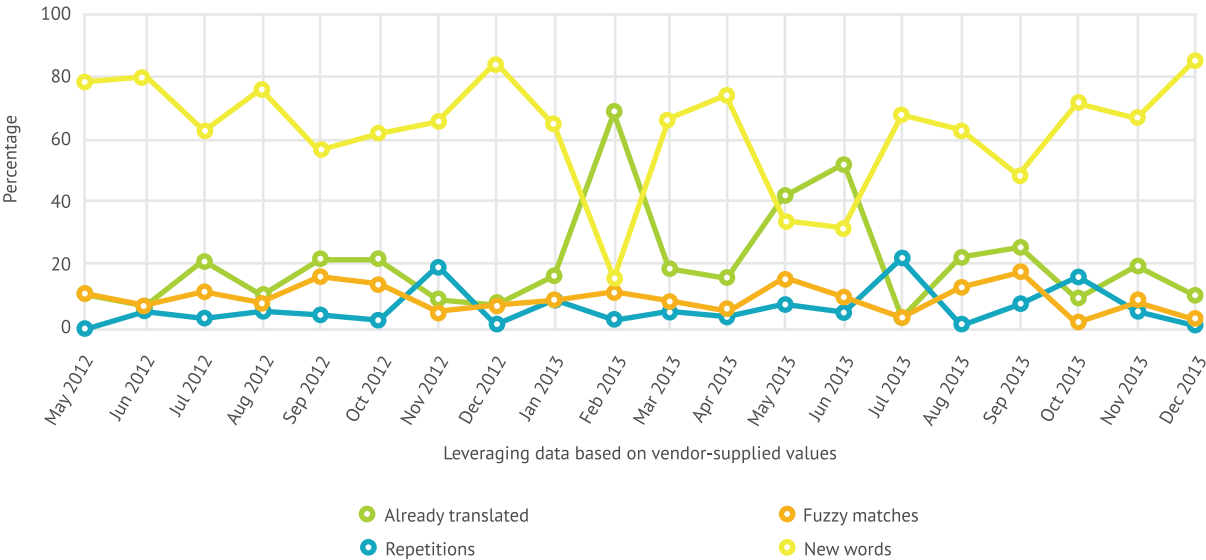
Power Integrations marketers now have real-time access to all project status data and can effectively report progress and results to upper management. As a result, management has greater visibility into how marketing is supporting key growth markets and their efficiency in doing so. They also have a solid handle on the company's overall localization spend as well as how that spend breaks down by language, content type, and more.

Reduced Costs

To date, Power Integrations has saved nearly 40% of its direct translation spend by leveraging Cloudwords' centrally hosted OneTM Translation Memory. The company's Translation Memory currently contains 11 million total words, represents a business asset with a value of US\$1.5 million! Prior to Cloudwords, Power Integrations had no access to this valuable asset. The Translation Memory savings are in addition to the cost savings Power Integrations has gleaned from more effective vendor bid comparison, as well as the productivity gains of the team.

Translation Memory Leveraging

Based on leveraging data provided by vendors on their quotes.



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.

