



FORCEPOINT
POWERED BY Raytheon



Taking Your Marketing Cloud Global:
Forcepoint Relies on Cloudwords to Drive
Multilingual Marketo Campaigns



About Forcepoint

Forcepoint's portfolio of products safeguards users, data and networks against the most determined adversaries, from accidental or malicious insider threats to outside attacks, across the entire threat lifecycle. Forcepoint protects data everywhere – in the Cloud, on the road, in the office – simplifying compliance and enabling better decision-making and more efficient security.

Forcepoint empowers organizations to concentrate on what's most important to them while automating routine security tasks. More than 20,000 organizations around the world rely on Forcepoint. The company is based in Austin, Texas, with worldwide sales, service, security laboratories and product development.



The Challenge

Following recent acquisitions and rapid expansion into new global markets, Forcepoint was left with a fractured localization process that was split among multiple departments, two language service providers and no dedicated localization manager. The team faced two major challenges:

Inefficient Process

Content was created in Forcepoint's marketing automation platform (Marketo) and only accessible to a small group of users. The process to manually copy/paste content out of Marketo and into different file formats, which would then be delivered via email to translators, was a time-consuming process that caused errors and delays.

Further, the team had no ability to track or provide an audit trail of changes throughout the translation review process. This led to slower turnaround times from their Localization Service Provider (LSP) and also hindered their LSP's ability to learn correct terminology for future translations.

Inconsistent Messaging

No centralized Translation Memory (TM) resulted in higher costs, lower quality of translations and inconsistent messaging across departments.

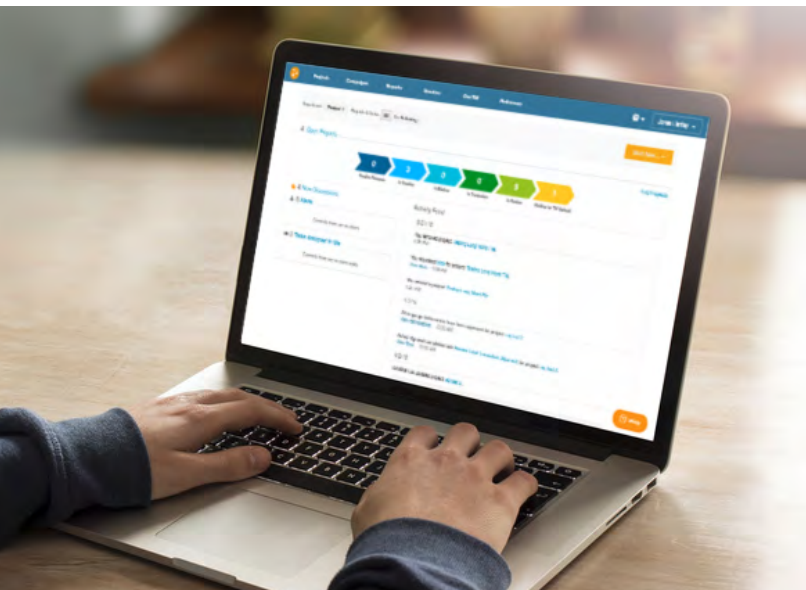
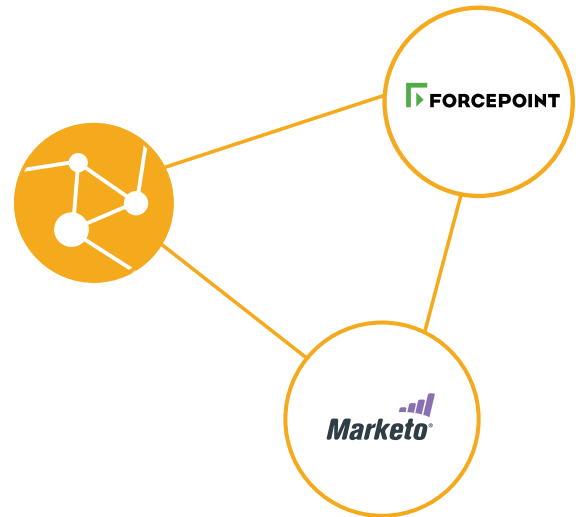
Translation vendors specific to creative, marketing and web services teams resulted in different writing styles.

"Our company had tripled in size and the manual process we had in place was unsustainable - there was a desperate need for a solution to make the process more efficient."

Ben Webb
Campaigns Manager
Field Marketing at Forcepoint

The Solution

Forcepoint required a solution that would both streamline the localization process and work seamlessly with its marketing automation platform, Marketo. The company selected Cloudwords and immediately benefited from the solution's deep integration with Marketo, automated workflows and in-context review capabilities.



The cybersecurity company benefits from Cloudwords' powerful project management capabilities and dashboards, which give Ben visibility into the entire process so he can identify where bottlenecks occur and keep projects moving forward on schedule.

Moreover, Cloudwords' best-in-class In-Context Review capability simplifies the review process and shortens turnaround times. By allowing Forcepoint's reviewers to see both the source content and translated copy side-by-side and in-context, the potential for errors is reduced and the quality of translations increases.

“Now, reviewers and translators log into Cloudwords to view and access all their projects in one place. They're able to review and make edits directly to projects, and all changes are tracked so everyone can view the progress.”

Ben Webb
Campaigns Manager
Field Marketing at Forcepoint



Powerful Project Management Tools



In-Context Review



Shorter Turnaround Times

“Since we’ve been using Cloudwords, the localization process goes much more smoothly and both my reviewers and I save a significant amount of time, allowing us to focus on higher priority marketing tasks,” added Ben. “And, we finally have the ability to scale – we’ve added more languages and are translating more content for customers in additional markets.”

Finally, Forcepoint takes advantage of a centralized Translation Memory database, making all previously translated and approved words and phrases accessible to all translators. Over time, Forcepoint’s increased usage of TM speeds completion of translation projects, improves overall quality, increases message consistency across departments and saves money on the cost of translations.



“We now have one translation process and one point of review for the regions, enabling Forcepoint to maintain 11 regional websites and send about 20 email campaigns per year that are translated into 10+ languages. We would not be able to scale our marketing efforts without Cloudwords.”

Ben Webb
Campaigns Manager
Field Marketing at Forcepoint

See What We Can Do For You

Cloudwords software speeds time to market for global campaigns and localized content. By connecting marketing systems and automating project workflow, Cloudwords eliminates time-consuming tasks and delivers unprecedented visibility into the localization process. With Cloudwords, marketers realize the global value of their marketing technology stack, enabling the delivery of more personalized content, in more languages, to more customers at a speed, quality and scale impossible to achieve with manual processes.

Join a group of global brands like **Amazon Web Services, Armstrong World Industries, CA Technologies, Microsoft, Patagonia and U.L.** who use Cloudwords.

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