



Palo Alto Networks Reaches Global
Audiences Faster with Cloudwords

About Palo Alto Network

Palo Alto Networks, Inc. is leading a new era in security by protecting thousands of enterprise, government, and service provider networks from cyber threats. With its game-changing next-generation security platform, organizations can safely enable the use of all applications critical to running their business, maintain complete visibility and control, confidently pursue new technology initiatives, and protect the organization from the most basic to sophisticated cyber attacks, known and unknown.

The company primarily sells its products and services to end-customers through distributors, resellers, and partners, and directly to end-customers, who are supported by its sales and marketing organization in the Americas, Europe, the Middle East, and Africa (EMEA), and in Asia Pacific and Japan (APJ).



As one of the fastest growing security companies in the market, Palo Alto Networks serves approximately 28,000 customers in more than 140 countries across multiple industries.

Palo Alto Networks "At a Glance"

- Year Founded: 2005
- CEO: Mark D. McLaughlin
- Company Headquarters: Santa Clara, CA
- Business Focus: Enterprise Security
- Revenue: \$598.2M in 2014
- Number of Employees: Approximately 3,000 worldwide

The Challenge

Existing Localization Process Hindered International Operations and Communications

Palo Alto Networks operates in more than 30 countries, reaching audiences in as many as 20 different languages. To support this global footprint, the company translates many of their web content, email marketing, marketing content, collateral, technical documents, and training materials.

Because the previous localization process the team had in place prior to Cloudwords was labor intensive, costly and time consuming, Palo Alto Networks wasn't translating nearly as much content as was necessary to keep up with their regional needs.



The Challenge

The Palo Alto Networks marketing team recognized the need for a more efficient, cost-effective localization process that to better serve its ever-growing customer base.



Specifically, they sought a translation automation platform that would:

- 1 Natively integrate with Adobe Experience Manager so the team could eliminate the tedium and wasted time of copying and pasting translated content back and forth between the website and translators;
- 2 Allow them to continue to use their existing translation service provider (without disrupting their process), as well as identify new agencies that fit their specific content and language needs;
- 3 Own their Translation Memory™ and have it accessible to all translation providers to improve brand and messaging consistency and reduce translation costs; and
- 4 Access and build reports associated with each project to track and continually improve turnaround time and spend.

The Solution

Cloudwords Brings Increased Global Collaboration, Efficiency and Ability to Work With Any Vendor

As a 100% SaaS technology platform without bias toward any specific translation service provider, Cloudwords gave Palo Alto Networks the opportunity to bring together as many vendors as necessary to translate all elements of their marketing campaigns – from ad banners and landing pages to form fields.



The Solution

Before Cloudwords, the team only had one translation vendor; now, they have approximately 15 different vendors working in the platform, some of which they found through the Cloudwords vendor marketplace. The marketing team at Palo Alto Networks is able to regularly compare quotes from a variety of vendors to ensure they always choose the best one for a given job. As a result, localization projects are completed faster and at a lower cost.

"We received demos from more traditional translation companies, but only Cloudwords provided a truly vendor agnostic environment on top of our other globalization platform requirements."

Bernadette Javier
Web Marketing Manager
Palo Alto Networks



"Owning our Translation Memory and consolidating TM between vendors is remarkable. Our Translation Memory is updated consistently and the size and value of our database is amazing – its grown from two million words to more than 12 million."

Bernadette Javier
Web Marketing Manager
Palo Alto Networks



Palo Alto Networks localization results with Cloudwords

All of the Palo Alto Networks Translation service providers are able to access and leverage the company's translation memory, which is securely hosted in Cloudwords' content cloud. Translation memory is a repository of all previously translated words and phrases.

By tapping into this Translation Memory, all translators can complete their work in less time and Palo Alto Networks benefits from the savings in both time and money. The Translation Memory is frequently updated, and can also be edited so the Palo Alto Networks team is ensured of consistent messaging, regardless of language, around the globe.



The Solution

Another way the Cloudwords platform brings efficiency to the team is through its "Campaign Manager" feature. Campaign Manager provides Palo Alto Networks with an at-a-glance, comprehensive view of all content assets within one marketing campaign that spans geographies, departments, and customer touch points. This multi-channel, multi-lingual view allows the team to plan, execute and track the localization of all marketing content required for a global campaign launch.

Campaign Manager helps the team collaborate on campaigns for different languages, group projects together to better manage multiple vendors, and easily track project status to ensure all assets are translated and delivered on schedule.

"Cloudwords' platform has simplified and scaled a highly complex yet really valuable business process for us. Now, managing localization projects is easier for the team, we can choose vendors for the best results, and the automated interface between Adobe Experience Manager and Cloudwords saves marked time and pain."

Bernadette Javier
Web Marketing Manager
Palo Alto Networks



"Cloudwords enabled Palo Alto Networks to begin building a more extensive global localization strategy. We can now customize our own campaigns within our respective regions, resulting in increased global brand consistency. Since Cloudwords is vendor agnostic, we have preferred translation service providers for each language, and since all vendors access and contribute to our translation memory, projects are much less costly and turnaround times are much faster, which is directly attributable to the growth of our Translation Memory."

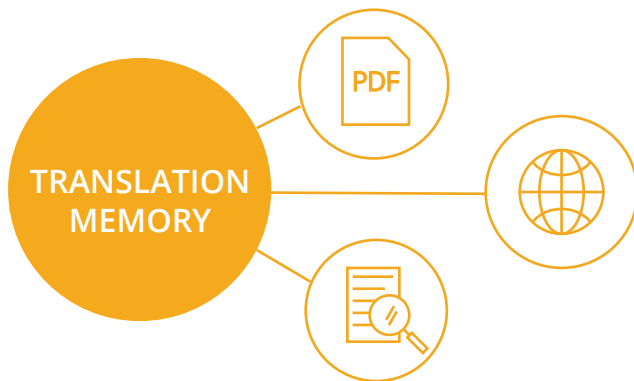
Bernadette Javier
Web Marketing Manager
Palo Alto Networks



Faster and at a Lower Cost

In just eight months, using Cloudwords, the company has now launched seven global sites in Italian, German, French, Spanish, Brazilian Portuguese, Simplified Chinese and Japanese. Next to go live is a Russian site followed by three additional localized sites currently in the translation phase: Turkish, traditional Chinese and Korean.

The company has subsequently streamlined localization projects in other departments outside of marketing as well. The process to translate technical documents was “painstakingly long.” Once the marketing team alerted the tech docs group to their team’s success with Cloudwords, they started using the platform to translate technical documents in Adobe Experience Manager with their preferred translation service providers.



The website was our pilot project, and once we saw how quickly and cost-effectively we completed that project, primary stakeholders were immediately agreeable and enthusiastic about on-boarding Cloudwords,”

Bernadette Javier
Web Marketing Manager
Palo Alto Networks

“The number of localization projects we could complete grew exponentially once we were able to identify the right vendors and get them working in the platform. Cloudwords has improved the process for us so we can do more in less time.”

Bernadette Javier
Web Marketing Manager
Palo Alto Networks

7
GLOBAL
SITES

→
LAUNCHED
IN

8
MONTHS

Although Palo Alto Networks initially selected Cloudwords for use in the marketing department, it is now being leveraged company wide and more departments are benefiting from its efficiency creating translation management and workflow. Most importantly, Palo Alto Networks is able to leverage its own Translation Memory company wide to translate technical documentation, web pages and PDF assets in Adobe EM, and training materials.

- ✓ execute and track the localization of all marketing content
- ✓ ability to find the best vendor for each new translation project
- ✓ customize regional campaigns and increase brand consistency

A Global Vision Beyond Translation

By developing a strategic, globally-minded plan before campaigns and projects are launched, Palo Alto Networks is able to identify the accurate themes that will resonate with each target region worldwide, and ensure that all localized campaigns and websites are delivering the right messaging, regardless of language. Now, regional websites and other marketing content no longer lags behind the English site due to the team's inability to scale its localization process.

"One of the biggest benefits is that Cloudwords helps us think of globalization as a process that starts at the beginning of marketing content creation. This global thinking saves the company time and money in the end."

Bernadette Javier
Web Marketing Manager
Palo Alto Networks

Results Snapshot



Speed

Faster translations with Translation Memory integration



Lower Cost

Multiple vendors significantly reduces cost



Efficiency

Localization of regional sites has greatly improved

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, Fitbit, CA Technologies, McDonald's, Marketo, Oracle, Hubspot, PTC and Iron Mountain** who use Cloudwords.

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