ptc

cloudwords

PTC's International Campaigns Launch
in 2 Weeks Versus 12 Weeks

About PTC

PTC® has the most robust Internet of Things technology in the world. In 1986 we revolutionized digital 3D design. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way companies create, operate, and service products. With PTC technology, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.

The Challenge

The marketing automation team identified a need to significantly improve the efficiency of global outbound campaign execution. The manual process they had in place, which relied on receiving translated email copy via Word documents; copying and pasting the content from Word to Oracle Eloqua; and managing review cycles across regions was too time-consuming and could not scale. The slow process resulted in a 12-week start-to-finish turnaround time for localized email campaigns. The lengthy time frame hindered PTC's efforts to capitalize on emerging market trends.

"If we wanted to launch an outbound campaign tied to an industry trend, it would be an entire quarter before we could make that same splash in an international region."

Jean Lee
Marketing Automation Manager

After learning about Cloudwords and its Oracle Eloqua connector in July 2015, the team built a case that aligned stakeholders and clearly articulated the benefits Cloudwords' solution would deliver. Crucial to this process was identifying a technology approach that would work with Lionbridge, PTC's established Language Service Provider. As Cloudwords is a pure technology solution and not a competing language service provider, it was a perfect fit.

START — **12** WEEKS — FINISH

PTC turnaround time before Cloudwords

The Solution

Cloudwords and its Oracle Eloqua integration were deployed in only three weeks. PTC's marketing automation team was truly impressed by how easy it was to use Cloudwords. "The user interface is simple and intuitive, which is great because we have users worldwide accessing the platform," said Anna Poulakis, Director, Marketing Automation.

PTC turnaround time with Cloudwords

START — **2** WEEKS — FINISH

**20** emails **in** **7** languages **=** **420** emails/quarter

PTC turnaround time with Cloudwords

Save Time

Automating the localization of emails using Cloudwords for Oracle Eloqua saves the team an average of 10 weeks start to finish. The team localized a monthly average of 20 emails in 7 languages, resulting in the ability to execute 420 multi-language emails per quarter.

Go-to-Market Faster

"Our goal was faster deployment of international campaigns, but we didn't want to compromise our high quality, localized content," said Anna. "With Cloudwords, the in-context review capability not only speeds up the process, but also increases quality because reviewers make edits directly in the translated email template, significantly reducing the likelihood of errors. And since all regions are using the same tool, brand messaging and product terminology are accurate and consistent."
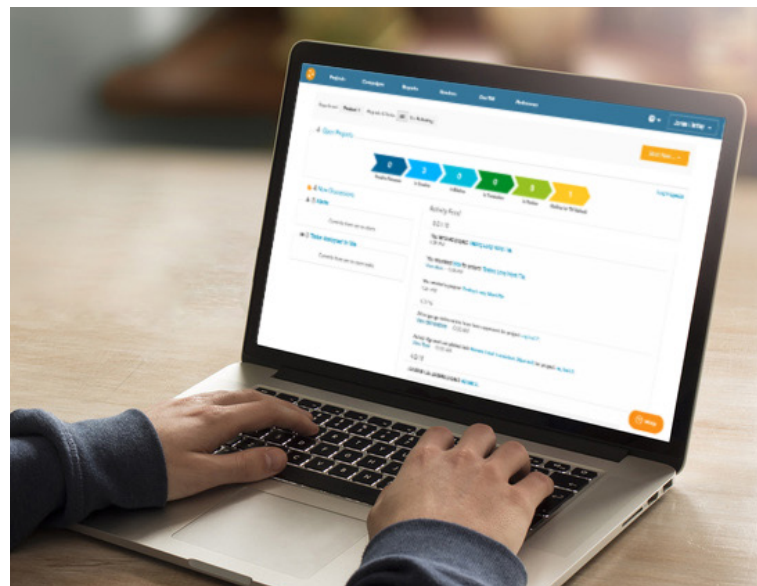
In addition to reducing project turnaround time from 12 weeks to 2 weeks, Cloudwords enabled the marketing automation team to cut their Service Level Agreements from four weeks to five days.

"Once our Program team, LSP, and Regional Marketers were using the technology, we were able to communicate and collaborate on translation projects much more efficiently. Cloudwords is a huge time-saver."

Anna Poulakis
Director, Marketing Automation

PTC Deployment Cycle

Typical Deployment Cycle

With Cloudwords Deployment Cycle

80% Faster

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

Week

Success!

With Cloudwords, PTC achieved its goal. The marketing automation team has a markedly improved and efficient process to roll out global outbound campaigns, which allows them to launch international marketing automation emails 80% faster.

"The technology has allowed us to optimize processes which in turn means we can execute on a larger number of localized campaigns much faster. My team's SLA for launching has reduced from weeks to days."

Anna Poulakis
Director, Marketing Automation

Results Snapshot

Speed

Reduce campaign execution time from 12 weeks to 2 weeks

Scale

Quickly localize 20 emails per month for 7 languages

Quality

Ensure brand and message consistency across all regions

cloudwords

Cloudwords Benefits

For PTC, the advantages of using Cloudwords include:

- Quick deployment and ease of use

- Seamless integration with Oracle Eloqua

- Ability to maintain relationship with existing LSP

- Elimination of manual processes through workflow automation

- Ability to customize integration features

- Faster review cycles with in-context review feature

- Enhanced global brand and message consistency

- Increased collaboration across teams and regions

- Faster deployment of international marketing automation emails

- Quicker time to market and increased agility to capitalize on opportunities

See What We Can Do For You

Cloudwords unleashes powerful project management capabilities to speed 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 and quality impossible to achieve with manual processes.

Join a group of global brands like **Amazon Web Services, CA Technologies, McDonald's, Marketo, Oracle, Hubspot and Iron Mountain** who use Cloudwords.

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