

## Lionbridge Translation Service Integration for Product MDM

Succeeding in global markets requires content that's relevant to the audience, wherever they are. But effective localization involves much more than mere translation, it also requires in-depth knowledge of culture and linguistics in order to convey the correct meaning to the target audience. To ensure that product content is localized accurately and creates the right impact, Stibo Systems' Product Master Data Management (Product MDM) supports content translations from Lionbridge, the world's leading professional translation and localization company.

### Engage your audience – wherever they are

Writing compelling and impactful product content is already a challenging task without having to localize it for global markets. When targeting other cultures, an inadequate word or conjugation can completely change the meaning of your message and present you as out-of-touch, clumsy or at worst, completely unfit to fulfill a prospect's needs. Furthermore, the localization/translation process can be difficult, expensive and time consuming.

Stibo Systems' PMDM Translation Services Integration empowers retailers and manufacturers to efficiently manage translation of product information into multiple languages through seamless integration with Lionbridge. The results are high quality translations and improved productivity for teams managing product data intended for global markets.

### Create, monitor and manage multinational translation tasks

An easy-to-use web-based interface enables you to easily send tasks directly to Lionbridge, specifying the content to be translated, filters and destination languages. Tasks can also be triggered within Product MDM workflows to ensure they remain part of your governance processes, and to guarantee proper re-integration once translation tasks are complete.

### Key features

- Supports automated Lionbridge translations with asynchronous service functionality
- Easily send, monitor and manage translation tasks directly to Lionbridge with minimal effort
- Trigger Lionbridge tasks within PMDM workflows
- Configure multiple simultaneous Lionbridge translations for different audiences
- Intuitive web-based interface

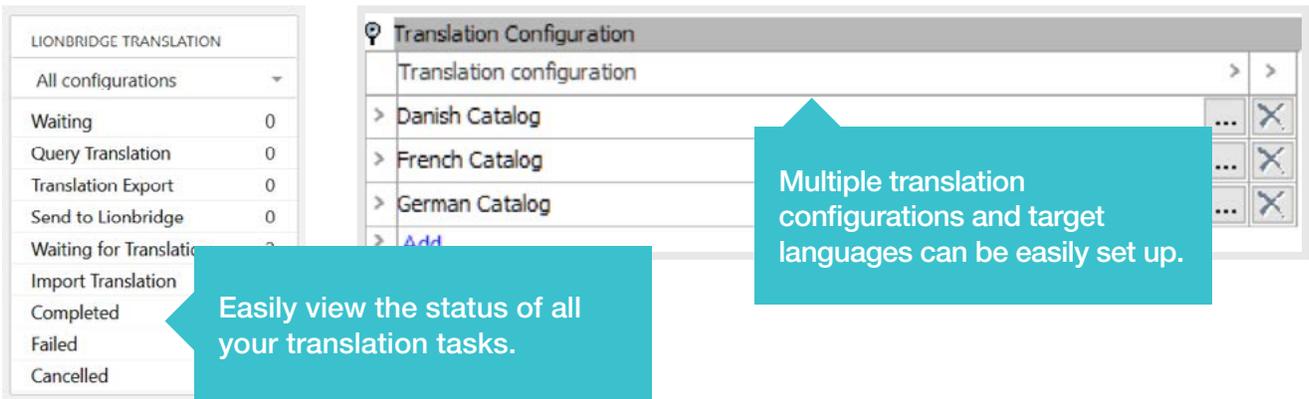
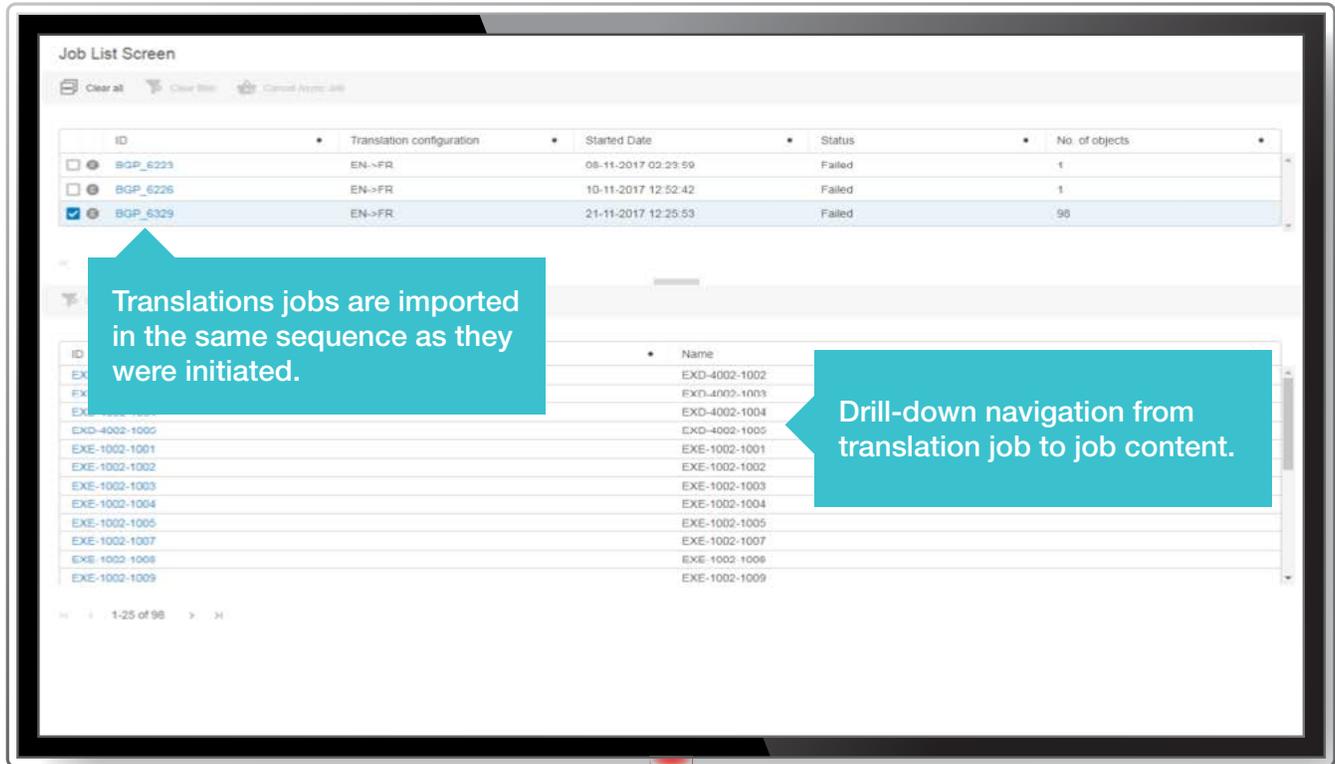
### Key benefits

- Communicate accurate localized product information to your target audiences
- Set expectations and gain complete visibility throughout the localization process
- Easily maintain accurate and up-to-date information in multiple languages
- Provide consistent translations in a timely manner
- Create product information that engages audiences, strengthens your brand and improves conversion
- Reach and engage audiences across multiple channels
- Boost productivity and free managers to focus on other strategic initiatives



### Intuitive web-based interface makes complex translations fast and easy

Keeping track of multiple translation tasks can be complex and time consuming. Our web-based interface makes sure this isn't the case, providing the visibility to see the status and progress for any given translation job as well as display additional information by showing the translation configuration used, number of objects and import order.



For more information, visit [stibosystems.com](http://stibosystems.com).

#### About Stibo Systems

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark.