

Enhanced Translation and Localization Services for Product MDM (PMDM)

Building successful brands and achieving success in global markets requires high-quality content that's relevant to the audience, wherever they're located. But effective localization involves more than translation. It should include in-depth knowledge of culture and linguistics to convey the correct meaning to the audience.

To ensure that product content is accurate and consistently translated, Stibo Systems' Product Master Data Management (PMDM) solution features integrations with a number of the world's leading translation and localization service providers, including Lionbridge, SDL and Across.

Create content that connects everywhere

Developing impactful, relevant product content is already a challenge without having to translate it for multiple markets. When targeting other cultures, a single incorrect word choice or conjugation error can completely change the meaning of your message and make you look out-of-touch, uninformed, or completely unqualified to address a local prospect's needs. Furthermore, the translation process can be costly, complicated and time consuming.

Stibo Systems' PMDM Translation Services Integrations empower retailers and manufacturers to efficiently manage translations of product data into multiple languages through seamless connections with the most innovative companies in this space. The results are high quality translations and improved productivity for teams managing product data intended for multiple global markets.

Bring products to global markets faster

An easy, intuitive web-based interface enables you to send tasks directly to your preferred service provider, specifying the content to be translated, filters and destination languages. Tasks can also be triggered within PMDM workflows to ensure they remain within your governance processes, and to assure proper re-integration after your translations are complete.

Key benefits

- Create accurate, localized product information to engage audiences, strengthen brand and improve conversion
- Deliver consistent translations in multiple languages in a timely, cost-effective manner
- Reach and engage new markets and audiences across multiple channels
- Boost productivity and free managers to focus on other strategic initiatives
- Improve localized data quality and accelerate time to market

Multiple translation integration options to suit your needs

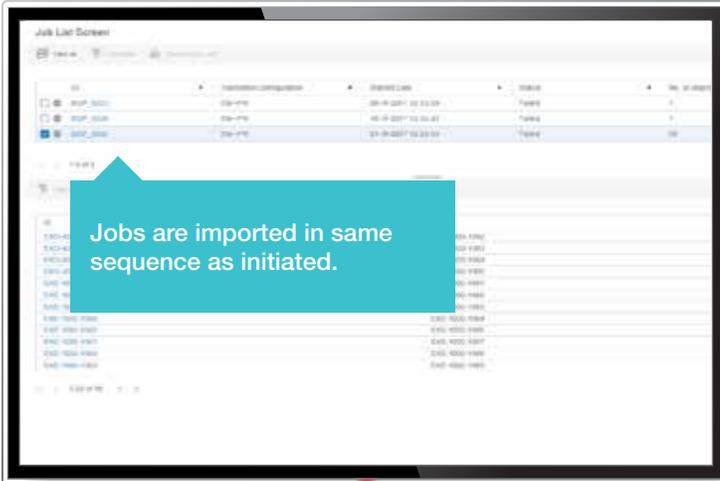
Lionbridge

SDL*

across

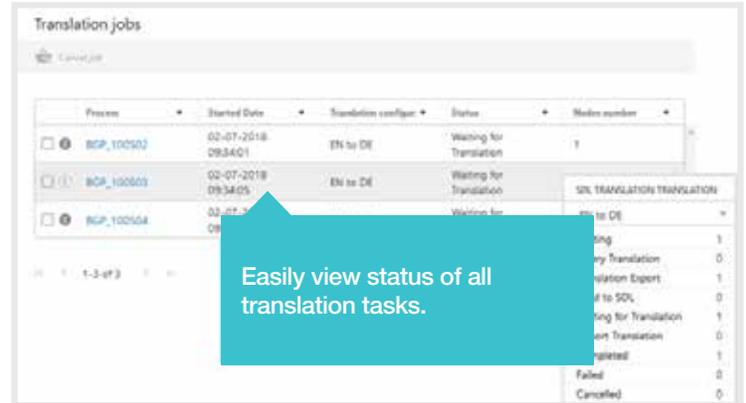
Intuitive interface makes translations easy

Keeping track of multiple translation tasks can be complex and time consuming. Our web-based interface makes sure this isn't the case. It provides visibility into the status of every job, as well as information including the translation configuration used, number of objects and import order.



Key features

- Enables automated translations with asynchronous service functionality
- Easily sends, monitors and manages translation tasks directly to preferred providers
- Triggers translation service provider tasks within PMDM workflows
- Configures multiple simultaneous translations for different audiences with a single interaction
- Supports regulatory and legislative compliance in multiple markets



A seamless solution from a partner you can trust

Stibo Systems is an innovator in multidomain master data management, with deep experience empowering leading brands to drive success across industries and around the world. For more information about our unique approach to translation services, and our Product MDM solution that puts **Your business first**, visit stibosystems.com.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.