

## LIONBRIDGE FOR CENSHARE



### Seamless Translation Service Integration

**Succeeding in global markets requires a steady stream of multimedia content that's optimized for mobile, web, and social channels**

Merely translating your content isn't enough—exceptional customer experiences require high-quality localization from cultural and linguistic experts.

Your censhare platform supports end-to-end multilingual, multi-channel content management at scale. Your censhare users can now deliver greater relevance to more audiences through a direct connection to Lionbridge, the world's largest professional translation and localization provider.

## Engage Every Audience

Not all translations are created equally. Writing compelling and impactful product content is a challenging task, even before the localization process. Effective localization requires specialized resources who understand that an inadequate word or improper conjugation can completely change the meaning of your message—and undermine your brand.

Rest assured: you can now localize your message for any market with confidence and ease. Take advantage of censhare's translation services integration to send translation tasks directly to Lionbridge. The seamless integration reduces the overall effort required to create and manage localized content. Automated file sharing eliminates manual processes and reduces errors, yielding improved quality and efficiency in the localization process.

Improve speed to market, brand consistency, and global customer experience. Your teams can monitor the progress of multiple localization projects while focusing on their core tasks. Our experts deliver world-class localized content that is true to your vision and resonates with your target audiences.

## Lionbridge + censhare

It's easy to create, monitor, and complete translation and localization tasks from within the censhare platform:

| Select   | Send  | Monitor   | Review                                      | Maintain  |
|--|---|---|---|---|
| Specify content to be translated, filters, and destination languages | Export jobs for translation with no manual copying or pasting; workflow triggers ensure governance and proper reintegration | The web UI allows you to track status and progress of multiple jobs and details, including translation configuration, number of objects, and import order | Approve localized content before publishing | Organize and manage original and localized assets to reduce duplication |

Dramatically reduce the effort required to create, publish, and maintain multilingual multimedia content with the Lionbridge direct connection for censhare.

Improve global reach and resonance with censhare + Lionbridge:

- **Relevance:** Communicate accurate and localized content to target audiences
- **Consistency:** Improve global brand consistency and customer experience
- **Efficiency:** Provide high-quality translations in a timely manner
- **Oversight:** Set expectations and gain visibility throughout the localization process
- **Maintenance:** Easily maintain accurate and up-to-date information in multiple languages

### Features

In-app end-to-end translation management  
Asynchronous service functionality  
Automated workflows  
Real-time monitoring

### Benefits

Easily and quickly create high-quality multilingual, multichannel content within preferred platform  
Launch and manage multiple jobs simultaneously  
Trigger Lionbridge tasks within censhare workflows  
Status updates available within the web UI

## Solution Highlights

The Lionbridge direct connection for censhare digital experience platform delivers:

- Access to the Lionbridge network of 100,000+ language professionals
- Translation and localization for 300+ languages
- Marketing, design, and production expertise
- 24/7 support from solution centers in 27 countries

## About censhare

censhare is a universal, smart content management software vendor that provides a single content and marketing platform to global brands such as BMW, Dyson, Jaguar Land Rover, Kohls, and Hearst Magazines UK, as well as regional champions like Migros, Rewe, Obi, and Gräfe+Unzer. The platform enables managing the digital transformation through multi-channel, multi-language, personalized communication. censhare is headquartered in Munich, Germany, and has offices in the United States of America, the United Kingdom, Switzerland, France, The Netherlands, and India.

[CENSARE.COM](https://www.censhare.com)

## Get Started

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers by delivering marketing, testing and globalization services in more than 300 languages. Contact us today.

[LIONBRIDGE.COM](https://www.lionbridge.com)

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