HOW LIONBRIDGE HELPED CANON SAVE MONEY, STREAMLINE OPERATIONS, AND MIGRATE THOUSANDS OF PAGES OF CONTENT...WITHOUT DISTURBING BUSINESS AS USUAL

THOUSANDS OF PAGES	55 MARKETS	SUBSTANTIAL ANNUAL SAVINGS

Going Global is Hard. Making Changes Once You've Gone Global? That's Even Harder.

How can a global company migrate hundreds of thousands of web pages across dozens of markets to a new content management system—without sacrificing brand, quality, or speed?

Canon faced this very challenge as it migrated to a new CMS.

To make the switch while maintaining business as usual, Canon wanted a publishing partner with obsessive attention to detail, the ability to orchestrate a complex program quickly with increased efficiencies and a streamlined process, and a proven track record of delivering high-quality solutions every time.

About the Client

Founded in 1937 in Japan, Canon is a multinational corporation that specializes in manufacturing imaging and optical devices, including cameras, printers, and scanners for both personal and business consumers. Canon has continuously evolved and expanded its marketing sites and currently has 55 sites within EMEA that serve both the business and consumer sectors. Lionbridge has been a key part of this evolution and has provided publishing, web development, project management, and QA services for Canon's Marketing group since 2011. Lionbridge has provided those same services as Canon evolved its retail strategy to include launching 18 e-commerce stores.

In recent years, the company has brought a new wave of digital tools and mindsets that have changed the way customers interact with both devices and brands. Seeking to improve customer engagement, Canon continued to evolve its Marketing sites while also selling its product through Direct-to-Consumer e-commerce sites. To deliver global digital transformation, Canon sought a world-class publishing partner to design and deliver the web publishing, content transformation, and quality assurance services necessary to succeed.

As Canon strived to evolve its online presence, it retained Lionbridge to provide web publishing and quality assurance services. As Canon commenced its CMS migration project, it recognized that the integrated expertise and capabilities of Lionbridge could reduce project risk and lower total costs.
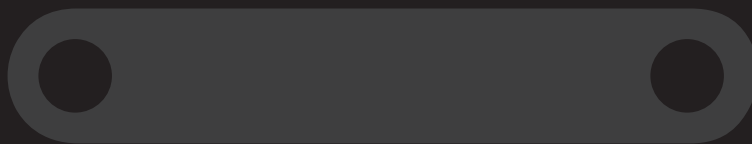
> " Lionbridge's dedication and commitment to achieving Canon's sometimes extremely challenging deadlines has been exemplary. "

Digital Systems & Publishing Manager, Canon

> " Canon has repeated frequently that it views Lionbridge as a partner rather than a vendor. Our ongoing relationship with the company has allowed us to demonstrate our expertise in web publishing and CMS migration—including significant experience on previous migrations for Canon.
>
> Canon was attracted to Lionbridge for the diversity of our expertise, our continuous high quality of service, our ability to scale in low-cost locations, and our ability to streamline processes and enhance efficiencies to yield cost savings. "

Kevin O'Brien, Global Program Director, Lionbridge

The Challenge

Canon faced multiple challenges:

55 markets

Reformatted the oldest legacy pages to mobile-optimized new templates

Thousands of pages of content

Supported through integration with new digital asset management system

No business interruption or impact on existing marketing operations

Canon engaged with Lionbridge to maintain the quality and consistency its customers required as it migrated to a new CMS. The migration project was a complex one, involving the transition of content from Tridion 11 CMS to SDL Web 8.5—which required updating older legacy templates to Canon's new, mobile-optimized templates.

The goal of the project was to migrate content in **55 markets, containing over 300,000 pages of content**. It was imperative that this migration happen expediently, concurrent with the implementation of a new Digital Asset Management System.

Moreover, Canon needed to complete this migration while continuing to offer the high-quality digital experience customers had come to expect. In addition to completing a successful transfer, Canon needed to:

• Ensure consistency and improvement of the customer journey through the site post-migration

• Ensure customers would not encounter any site issues

• Ensure responsiveness of the site

• Ensure the implementation of tools, systems, and environments that would yield effective longer-term content management

• Reduce costs from an overall content management perspective

• Reduce post-publishing time to market due to legacy caching issues

To transform these challenges into opportunities, Canon knew it required a tried and trusted partner, both to continue providing marketing and e-commerce publishing services and to offer an expert team experienced with CMS migrations. Lionbridge was able to meet Canon's migration requirements with its agility, speed, and knowledge, and Lionbridge demonstrated to key internal stakeholders that it had both CMS migration process expertise and world-class web publishing delivery skills.

4-7K PAGES PUBLISHED ON AN AVERAGE DAY

LOCAL PARTNER WITH GLOBAL REACH AND RESOURCES

100% OF PRODUCT LAUNCH DATES MET

200+ NEW LAUNCHES AND PROMOTIONS COMPLETED PER YEAR

" The commitment and dedication of the whole Lionbridge team is clear to see. The contribution to successful product launches and campaigns is much appreciated. "

Digital Systems & Publishing Manager, Canon

The Solution

From the onset of the migration process, Lionbridge was a key partner to Canon. Involved in all steps of the migration, from initial discovery to execution, Lionbridge provided consultancy and best practices throughout the process.

While managing the migration requirements, Lionbridge continued to provide Business as Usual publishing services, including the completion of many successful product launches during the migration window.

Lionbridge leveraged internal experts to create two specific migration teams. These two teams were integral to the success of the CMS migration.

The first team worked on manually migrating thousands of legacy pages; these pages used templates that would not be included in the automated migration.

The second testing team QA-ed pages that were automatically migrated, logged bugs, and worked with multidisciplinary teams within Canon to ensure effective handling of all defects.

A key distinction for Lionbridge is its ongoing ability to scale its services and meet client needs— before, after, and during a given project. In addition to the core services listed above, Canon engaged the Lionbridge team to provide a litany of additional services that transcend the acute goals of the migration project. These services include:

SUPPORTED PROCESS RE-ENGINEERING FOR CONTENT PRODUCTION

6 SIGMA COST-SAVINGS WORKSHOPS

IDENTIFIED PAIN POINTS AND POTENTIAL BLOCKERS

ENGAGED WITH THIRD PARTIES TO FIND SOLUTIONS

SPEARHEADED EFFICIENCY AND COST-REDUCTION WORKSHOPS

TRANSFORMED THE OLDEST LEGACY PAGES INTO MOBILE-OPTIMIZED PAGES

The Results

Canon has already experienced the positive impact of partnering with Lionbridge. By breaking down key barriers, Lionbridge has helped Canon realize significant annual savings.

Canon trusts Lionbridge to conduct the migration and publishing activities without impacting the customer, maintain its brand, and ensure there is no loss of revenue due to site or navigation issues. Once all pain points and challenges are addressed within the tools and process workflows, Canon estimates **significant reduction in process cycle, estimated between 20 and 30%**.

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