



Lionbridge SOLUTION BRIEF

LIONBRIDGE & INRIVER:

Taking PIM Content Global, the Easy Way

Effective product information management depends on managing content scattered throughout the organization, in many different forms, from many applications, and many authors. But today, managing content is not just a one language problem. When you need to present your company's brand and its products to customers and partners around the world, translating and localizing your content takes on new urgency. Managing content in one language is hard enough; but doing it in multiple languages increases the complexity by orders of magnitude. Fortunately, there is an easy solution.

Penetrate New Markets and Reach New Customers

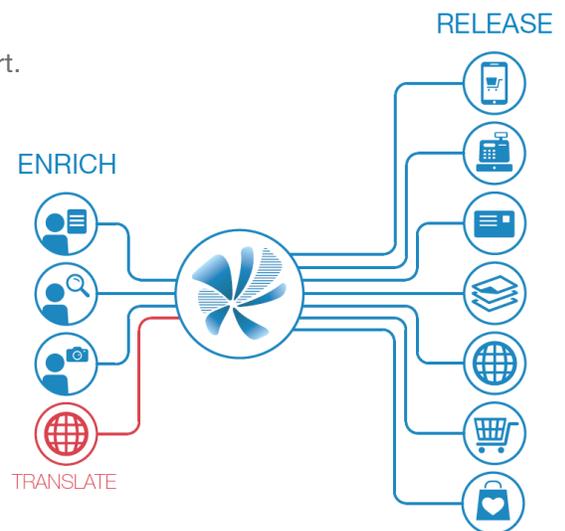
Thanks to a long-standing partnership with inRiver, we are solving the multilingual content challenge. The Lionbridge Freeway connector for inRiver PIM automates the transmission of content between inRiver and Lionbridge's translation technology. This reduces translation turn-around times by over 60%, getting your content to global markets faster, at lower cost, and with much less effort.

Optimized Multilingual PIM Content

- **Enable the power of single-source global publishing with inRiver PIM and workflow:** Allow the same source content to be re-used in all your digital channels. The labor-intensive and expensive work of editing source content need only be carried out once and the ability to recycle content prior to translation minimizes actual content for updates and offers faster time-to-market.
- **Simplicity rules:** Select your content, specify the desired language(s), click to translate, and Freeway automatically creates a new project.
- **Save time every day:** Highly-automated multilingual processes greatly reduce the workload on your busy staff and offers full control over content distribution.

Challenges with Multilingual Content Management

- Growing volumes of customer facing content
- Huge backlogs of content yet to be translated
- Increasing content complexity (multimedia, interactive, etc.)
- Content needed in multiple languages quickly and cost effectively



inRiver Freeway Connector

- Deliver an end-to-end global content supply chain
- Simplify and streamline translation projects via a controlled workflow
- Keep multiple language sites up to date and in sync
- Reduce localization costs and time
- Increase your ability to respond to local market demand



About inRiver

inRiver is the leader in simplifying Product Information Management (PIM) by putting the power in the hands of the user, enabling omni channel commerce professionals to visually manage product information. inRiver is fast to implement and easy to use, radically simplifying the creation, maintenance, and distribution of product information to multiple sales channels in multiple languages. To learn more, visit www.inriver.com

About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our innovative cloud technology platforms and our global crowd of more than 100,000 professional cloud workers, we provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the customer lifecycle. Based in Waltham, Mass., Lionbridge maintains solution centers in 26 countries. To learn more, visit www.lionbridge.com