

solve the  
**organizational  
challenges**  
of translation

**INTRODUCING**  
**LIONBRIDGE onDEMAND**

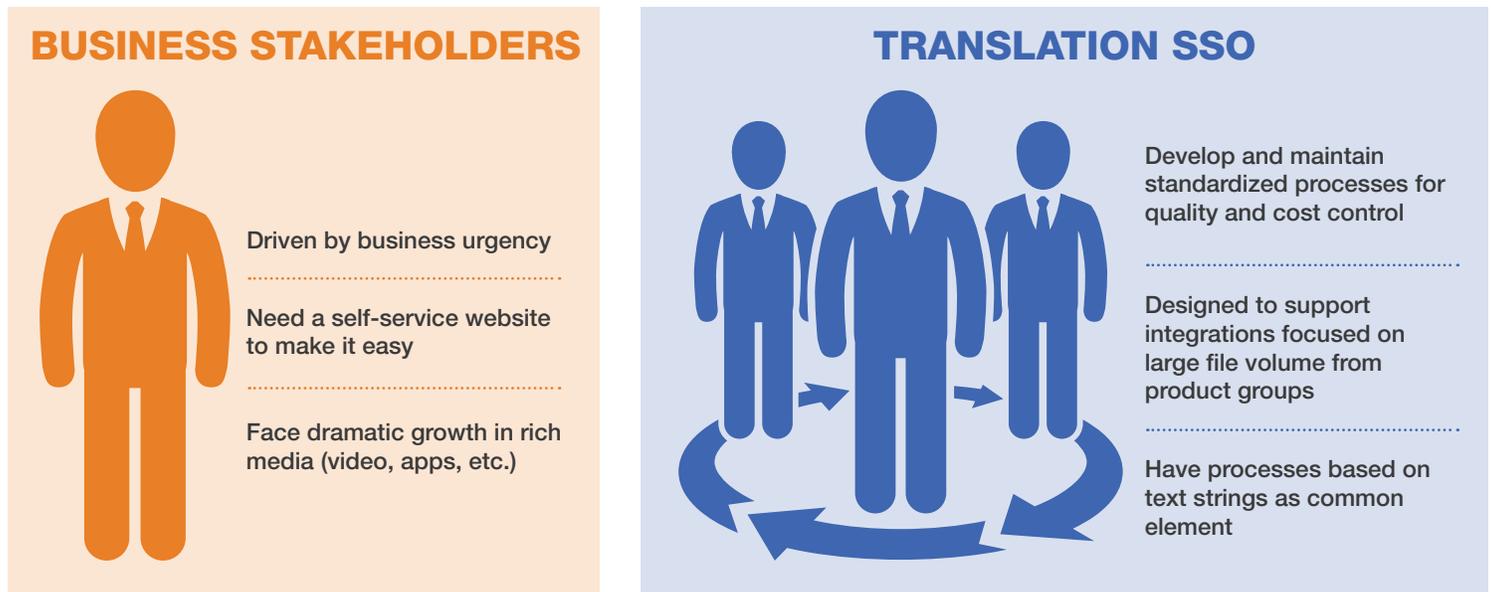
# ALL COMPANIES STRUGGLE WITH TRANSLATION

It's not just your organization; most companies are struggling with increased pressure to rapidly produce translated rich media content, while still following their existing translation processes.

The struggle is most keenly felt by two groups, both trying to do right by the enterprise while meeting business needs:

- If you're a **business stakeholder** (such as Marketing, Customer Support, Legal, etc.), your challenges include multiple content types and turnaround time demands that your current process was not designed to support. You want to follow the organization's internal process, but you may be forced to go outside in order to meet technical requirements and critical deadlines.
- If you're part of a **Shared Services Organization (SSO)** responsible for translation and localization, you're challenged with meeting these new internal client demands while maintaining the integrity of your existing process.

It's easy to see that when it comes to translation, the needs of business stakeholders can easily conflict with the charter of the SSO:



PRESSURE TO MEET DEMANDS ON BOTH SIDES CAN CAUSE FRICTION AND STEAL FOCUS FROM SOLVING THE BUSINESS CHALLENGE.

**SO HOW DO YOU STAY FOCUSED AND RECONCILE YOUR COMPANY'S GROWING TRANSLATION NEEDS?**

# LET'S START BY UNDERSTANDING HOW TRANSLATION NEEDS HAVE EVOLVED

We have identified three main forces at work driving the need for change:

## SPEED



Global simultaneous product launches, social media campaigns, RFP responses, legal documents, training videos, and more are now expected to be translated within days or hours, not weeks. Competitors get their materials produced faster and everyone is forced to play catch-up as a result.

## RICH CONTENT



Text documents have given way to videos, mobile apps, display ads, web pages, HTML emails, etc. These formats combine words with design, audio, and functionality elements that cannot be simply extracted and replaced.

## TRUSTED QUALITY



Quality must be built in from the start. Today's business environment doesn't allow for extensive, multi-round quality reviews.



**Bottom-line:** Companies that want to win in today's 24/7 global marketplace can't rely on yesterday's translation methods.

# LIONBRIDGE IS COMMITTED TO A SOLUTION

As the world's largest translation provider, we are committed to finding a translation solution for both business stakeholders and SSOs. We have spent the last year working with clients and, as a result of these collaborations, a clear set of requirements have emerged.



## BUSINESS STAKEHOLDERS NEED THE FOLLOWING:

- Expedited turnaround times to keep pace with competitors
- A simple web self-service experience with instant quote availability and complete online administration
- A comprehensive solution that supports jobs beyond simple text translation, including complex digital content such as video, eLearning, mobile apps, email, SEO, etc
- Jobs done right, the first time and every time, without extensive stakeholder review



## SSOs NEED THESE OBJECTIVES MET:

- Centralized billing, full visibility into distributed demand and user management
- Style guides and glossaries applied globally via a translation management system
- Economies of scope that deliver enterprise-wide best practice processes and benefits
- Standardized, best practice processes by content type

# ONDEMAND | A WIN-WIN SOLUTION

Based on these requirements, we developed onDemand as a win-win solution for business stakeholders and SSOs.

## WIN | BUSINESS STAKEHOLDERS = WEBSITE

onDemand gives business stakeholders what they want on the front end—an easy-to-use website to submit jobs of all types with instant quotes and rapid turnaround times:

- **Speed:** Keep pace with competitors with 1-5 day turnaround times
- **Ease of Use:** The simple web self-service experience supports instant quotes, multiple projects, transparency and high visibility
- **Content Types:** Support multiple, complex content types including video, eLearning, mobile apps, email, social, etc
- **Trusted Quality:** Remove lengthy review roadblocks with trusted translation experts who do the job right the first time

## WIN | SHARED SERVICE = BACKEND CONTROL

SSOs maintain control, consistency, cost, and standardization.

- **Control:** Control user access, spending authorization and centralize billing
- **Cost:** Leverage economies of scope to minimize cost of each content type
- **Consistency:** Ensure style guides and glossaries are applied via the translation management process
- **Standardization:** Ensure best practices are applied to each content type processed



onDemand is the new approach to translation shared services, satisfying both business stakeholders and the goals of the shared service.

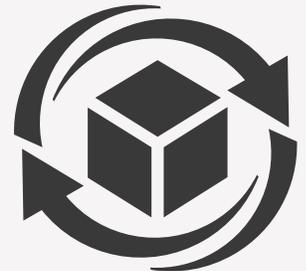
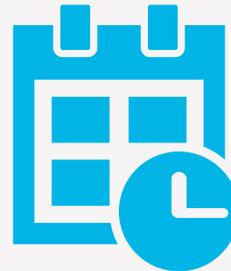
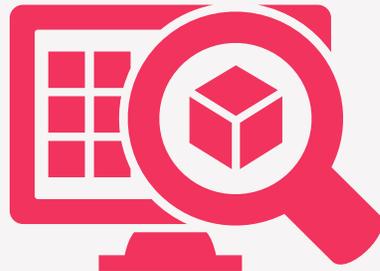
# ON DEMAND DELIVERS ON CYCLE TIME AND COST REDUCTION

## HELPS TO:

- Increase speed of business
- Increase business stakeholder satisfaction with SSO
- Manage decentralized demand without adding headcount
- Realize cost savings through best practice services
- Maintain consistency by leveraging existing translation memories and glossaries
- Reduce internal resource requests with online support services
- Streamline administration with self-serve user and account management
- Manage spend via multiple payment options, including centralized and departmental POs, PayPal, Credit Card or Prepay

## GOOD FOR:

- Document translation
- Video translation
- eLearning translation
- Global SEO services
- Web & Email translation
- App translation
- Graphic File translation
- More



# GET STARTED NOW



Test out Lionbridge onDemand today and see for yourself how easy it is to procure translation services.



To inquire about onDemand, contact us through any of these channels:

- Visit us at <https://ondemand.lionbridge.com>
- Click on the Chat Now button to speak with an onDemand representative
- Call us at 781-434-6111

## 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. To learn more, visit [www.lionbridge.com](http://www.lionbridge.com).

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