

TERMINALFOUR - Multinational Corporations



Multilingual Content Management for Multinational Corporations



Introduction

Localising online content has become a prerequisite for those enterprises with an interest in growing their business internationally and increasing their presence in non English speaking locations.

Large corporations often operate individual websites for each country in which they target. This creates a need to localise websites, intranets and extranets for every market, whilst maintaining a consistent global message on all international sites. Company headquarters must respect lingual differences and empower regional divisions to cater to the unique information and service requirements of their local markets.

TERMINALFOUR's Site Manager provides global marketing managers with an easy and cost effective way to provide and control content in more than 80 different languages including Asian and right to left languages.

Content management systems put the power back into the hands of global marketing professionals. They can control and monitor each country's website by establishing workflow

processes, translation policies, providing a pre-approved global library of information and assuring multilingual publishing agility.

The Need

- **To monitor each country's website** content and performance
- **To ensure brand consistency** is maintained throughout all the regional websites
- **To publish material to multiple sites** while respecting the unique lingual and cultural requirements of each location
- **To optimise your website** for alternative language search engines
- **To provide language translations** of any character set including Unicode
- **To provide control and flexibility** to support both the needs of the central and local offices
- **To facilitate the timely translation** of news updates into regional dialects
- **To manage vast numbers of websites** and web pages
- **To redirect technical staff** towards higher value work
- **To reduce the costs of managing content** on a vast number of websites
- **To take advantage of new Web 2.0** and personalisation functionality such as 'on-line product catalogues', RSS feeds, surveys, eForms, eZines and Podcasts

The Solution

TERMINALFOUR content management allows marketing managers to increase their global customer base by localising the translation and publishing of content into languages that reaches the five billion people for whom English is not their first language.

TERMINALFOUR's Site Manager creates workflow rules that can be implemented so single divisions can centrally approve content with consistent brand management principles.

The benefits of global content management are increased online sales, faster online product launches, streamlined operational efficiency and reduced multi-website maintenance costs. A global centrally managed content management system can pay for itself in a matter of months.

Key Features

AT A GLANCE

- **Very Easy to Use**
- **Handles large volume of sites and webpages**
- **Easy creation of on-line forms**
- **Email Marketing Engine**
- **Product Catalogue Management**
- **RSS Feeds & Podcasts**
- **Online Surveys & Polls**
- **WAI-AAA Accessibility**
- **Online Payments & Integration**
- **Translation Memory Integration**
- **Marketing Media Library**
- **Full Unicode Compliance and Supports Asian & Right to Left Languages**

TECHNICAL FEATURES

- **Open Platform & API**
- **IE & Firefox Browser Support**
- **Enterprise data integration including course information**
- **Apple, PC & Linux Support**
- **Full Unicode Compliance**



“Being a multi-national company, we are faced with the challenge of publishing up-to-date content, across multiple internal and external sites, in multiple languages while maintaining a consistent brand image throughout. TERMINALFOUR Site Manager gives us the independence and flexibility to consistently deliver all our websites, intranets and extranets, but still allows scope for multilingual and regional localisation”

Knowledge Manager, Smurfit Kappa

Key Benefits of TERMINALFOUR Site Manager

Web Content Management:

- Local market content creation, easy to use and consistent brand image.
- Allows for translation of content for employees and external users.
- Switch from page to page in different languages.
- Workflows can be created to ensure those creating content on each site has permission and complies to pre-approved criteria.
- Shorter publishing cycles to web, which accelerates time to market – more up-to-date and relevant content.
- Facilitates search engine optimisation and personalisation to increase website traffic, reflecting the shift in online purchasing.
- Provides a pre-approved global media library to regional marketing managers and allows the monitoring of each country's website.
- Ensures that corporate governance and translation procedures are maintained by auditing and version controlling all web changes.

eForms and Self-Service:

- Online surveys and forms can capture information to be integrated with existing CRM and email marketing campaigns.
- Self service – customers can request information, order goods/ services and make payments - all online.

For Marketing Managers:

- Digital asset management – makes it much easier for regional marketing managers to find, organise, choose and re-use content.
- Each website can post localised product specifications, depending on the need of their market.
- Communications management solutions allow global marketing managers maintain a more effective and consistent message across all individual websites.
- Managing product catalogues in many languages.
- Allows content to be easily updated by those with basic keyboard skills.
- Integrates with email marketing campaigns.

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