

# Engage Audiences Everywhere With a Seamless Approach to Localized Product Information and Content

Building successful brands and achieving success in global markets requires high-quality content that's relevant to the audience, wherever they're located. But effective localization involves more than translation. It should include in-depth knowledge of culture and linguistics to convey the correct meaning to the audience.

To ensure that product content is accurate and consistently translated, Stibo Systems Product Master Data Management (Product MDM) features seamless integrations with the world's leading translation and localization service providers, including Lionbridge, Trados and Across.

## Create content that connects everywhere

Developing impactful, relevant product content is already a challenge without having to translate it for multiple markets. When targeting other cultures, a single incorrect word choice or conjugation error can completely change the meaning of your message and make you look out-of-touch, uninformed, or completely unqualified to address a local prospect's needs. Furthermore, the translation process can be costly, complicated and time consuming.

Product MDM translation services integrations empower retailers and manufacturers to efficiently manage translations of product data into multiple languages through seamless connections with the most innovative providers in this space. The results are accurate, high-quality translations and improved productivity for teams managing product data intended for multiple markets.

## Bring products to global markets faster

An easy-to-use interface enables users to send tasks directly to their preferred service provider, specifying the content to be translated, filters and destination languages. Tasks can also be triggered within Product MDM workflows to ensure they remain within governance processes, and to assure proper reintegration after translations are complete.

### Key benefits of Product MDM translation services integrations

- Accurate, localized product information and content to engage audiences, strengthen brand and improve conversion
- Deliver consistent, cost-effective translations in multiple languages in a timely manner
- Reach and engage new markets and audiences across all channels
- Automate processes, boost productivity and free teams to focus on more strategic initiatives
- Improve localized content quality and accelerate time to market

### Multiple translation services integration options to suit your unique needs

 **LIONBRIDGE** **across** **Trados**

Connections to  
3rd party providers  
also available  
using async framework  
in extension API

## Intuitive interface makes translations easy

Keeping track of multiple translation tasks can be complex and time consuming. Product MDM's seamless integrations make sure this isn't the case, providing visibility into the status of every job. As well as information including the translation configuration used, number of objects and import order.

ID	Translation configuration	Started Date	Status	No. of objects
BGP_100502	EN to FR	08-11-2017 09:25:59	Failed	1
BGP_100503	EN to FR	10-11-2017 12:53:42	Failed	1
BGP_100504	EN to FR	21-11-2017 12:25:53	Failed	98

Jobs are imported in same sequence as initiated

Translation configuration
Danish Catalog
French Catalog
German Catalog
Add

Setting multiple configurations and target languages is easy

## Key features of Product MDM translation services integrations

- Enables automated translations with asynchronous service functionality
- Easily sends, monitors and manages translation tasks directly to preferred providers
- Triggers translation service provider tasks within Product MDM workflows
- Configures multiple simultaneous translations for different audiences with a single interaction
- Supports regulatory and legislative compliance in multiple markets
- Includes connections to 3rd party providers using asynchronous framework in extension API.

Process	Started Date	Translation config	Status	Nodes number
BGP_100502	02-07-2018 09:34:01	EN to DE	Waiting for Translation	1
BGP_100503	02-07-2018 09:34:05	EN to DE	Waiting for Translation	1
BGP_100504	02-07-2018 09:34:05	EN to DE	Waiting for Translation	1

Easily view status of all translation tasks

## A seamless, global solution from a partner you can trust

Stibo Systems is recognized as a long-time innovator in multidomain master data and product information management (PIM), with deep experience empowering leading global and regional brands to drive success across industries and around the world. For more information about our unique approach to integrating translation services into MDM in order to deliver superior experiences, and empowering better data, better business and a better world, visit [stibosystems.com/pmdm](http://stibosystems.com/pmdm).

### About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](http://stibosystems.com).