

**Today's customer experience
goes beyond borders.**

Do you have the world covered?



Connect with your customers wherever they are, in their native languages

Your customers are everywhere, and you need to speak the same language they do—literally. However, managing multicultural and localized content can be tedious and costly.

Global marketers like you must have a better, faster, and more cost-effective approach for creating, managing, and optimizing your content in multiple languages.



Meet GlobalLink, the premier solution for Adobe Experience Cloud customers for launching and maintaining multilingual content.

“At the end of the day, what GlobalLink allows Adobe Experience Cloud to do is to go that last mile. When I look at the alignment of our vision, I truly feel that the best is still ahead of us.”

Director of Product Marketing, Adobe Marketing Cloud



It pays to speak your customers' language

There is a strong correlation between a brand's financial strength and the number of languages their website is localized into, according to Common Sense Advisory.

One language will not reach the global economy

Today, virtually every customer interaction is a global experience, and one language is no longer enough to take advantage of the world economy.

You will need 3 languages to address just half of the people online. And to capture the majority—97% of the online audience and 99% of the entire online wallet—you will need 58 languages.

As of March 2020, the top 10 languages used by Internet users—English, Chinese, Spanish, Arabic, Portuguese, Malay, French, Japanese, Russian, and German—accounted for nearly 77% of the internet population.²



Reach 99% of the world's online wallet with 58 languages



53% of online audiences will be reached with 3 languages



97% of online audiences will be reached with 58 languages

¹ Common Sense Advisory. November 2016. Expanding Global Customer Experience. http://www.commonsenseadvisory.com/Portals/_default/Knowledgebase/ArticleImages/161115_Preview_Global_CX_Best_Practices_2016.pdf

² Internet World Stats. March 2020. Internet World Users by Language. <http://www.internetworldstats.com/stats7.htm>

Introducing a better, faster, and more cost-effective approach to translation management

Global organizations like yours need a powerful solution with robust functionality and extended workflow capabilities to drive efficiencies in all phases of the translation process.

GlobalLink: World-class translation management

GlobalLink for allows you to easily maintain and manage multilingual content—all without leaving the Adobe user interface. And with TransPerfect's long-established partnership with Adobe, you'll get a unique and comprehensive translation management experience that that can't be found elsewhere.

GlobalLink for features include:

- Automated reimport of multilingual content into Adobe Experience Manager Sites, Adobe Experience Manager Assets, Adobe Commerce Cloud, and Marketo Engage
- Automated exports for content requiring translation and localization
- Real-time project tracking for enhanced translation and review processes



Translation management is easier and faster with GlobalLink



Take translation management to the next level

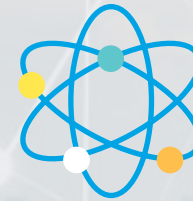
GlobalLink provides additional features beyond basic translation management capabilities that can save you time and money:

- **Centralized translation memory** - GlobalLink provides shared centralized translation memory (TM) and supply chain management, so up to 60% of your translated sentences and text can be reused or repurposed. This will cut your time-to-market and translation costs in half—all while providing greater consistency and accuracy for your brand. And GlobalLink lets you work with any translation resource on the planet, so you have complete flexibility in how you manage your brand voice around the world.
- **In-context translation and review** - GlobalLink also gives you an on-page preview of what your translated content looks like live, both during translation and review. You can see the content in context and analyze the impact of translated text directly on your templates. This improves translation speed and accuracy, and readies your site for a more efficient launch.

“There were spreadsheets and emails for our translations. It was a nightmare. It was very much project by project, page by page, word by word. But with a partnership like the one Adobe Experience Cloud has with TransPerfect, GlobalLink is now a fluid part of the business.”

Marketing Communications Specialist, Western Digital

Go beyond basic translation management capabilities



TM cuts your translation costs in half and reduces time to market



See translated content in-context and analyze the impact directly on your templates

An unprecedented advantage: *The Adobe and TransPerfect partnership*

Partners since 2009, Adobe and TransPerfect have a rich history of collaboration that is unrivaled in the industry. TransPerfect is also proud to be the first language services provider to integrate translation management technology with Adobe Experience Cloud.

Today, Adobe and TransPerfect have 181 joint customers, including Corning, Ford, Hewlett Packard Enterprise, Honeywell, and Lavazza, that utilize GlobalLink for Adobe Experience Cloud to compete more effectively in the global marketplace.

Whether you utilize the full Adobe Experience Cloud or have strategically selected one or two products, TransPerfect can ensure you get the most robust translation capabilities available in the industry today.

About TransPerfect

\$1.2 billion
in annual revenues

200+ languages
available for translation

140 cities worldwide
on 6 continents

6,000 clients
using GlobalLink

16+ years
of strategic partnership with Adobe

**200+ shared
deployments**
of Adobe Experience Manager



CORNING




**Hewlett Packard
Enterprise**

Honeywell

LAVAZZA

The GlobalLink difference: The combined power you'll find nowhere else

If you're already using Adobe Experience Cloud, or considering it, then using GlobalLink makes good business sense.

Here's why:

- We have features such as centralized translation memory and in-context review that separate us from other translation management providers.
- As a Gold level Exchange Partner, we provide industry-leading translation technology innovations across the Adobe ecosystem.

With Adobe Experience Cloud and GlobalLink, you'll experience:



Reduced or
eliminated IT
requirements



Faster deployment
timelines for
global content



Improved
consistency in
translated content



Lower project
management and
translations costs

Why GlobalLink?

In a Forrester Total Economic Impact (TEI) study, the firm found that a large global pharmaceutical company experienced benefits of \$2.2 million over 3 years versus costs of \$1.05 million. This added up to a net present value (NPV) of \$1.19 million and a return on investment (ROI) of 113%.

According to the company's IT project manager, "This is the first time we've done something of this scale—translating thousands of pages of content into nine languages simultaneously. GlobalLink takes a huge management burden off of me. There would be no way that I could do it all—it would be impossible for one person to manage it without this platform."



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