Lingotek + Mediacurrent Drupal 8 Translation Module Improves UI for Global Customers

About Manhattan Associates

Manhattan Associates® (NASDAQ: MANH) is a technology leader in supply chain and omni-channel commerce. The company unites information across the enterprise, converging front-end sales with back-end supply chain execution. Its software, platform technology and unmatched experience help drive both top-line growth and bottom-line profitability for their customers. Manhattan Associates designs, builds and delivers leading edge cloud and on-premise solutions to help its customers reap the rewards of the omni-channel marketplace.
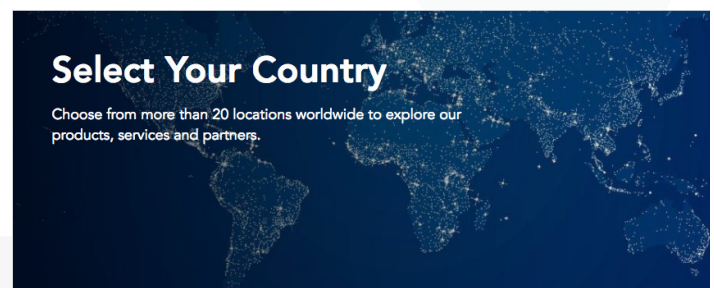
About Mediacurrent

Mediacurrent is a digital agency that helps organizations architect highly impactful Drupal websites. Mediacurrent offers single source partnership for Drupal development, design, digital strategy, and training, as well as ongoing Drupal support and maintenance options. Mediacurrent has a successful track record of helping some of the most recognizable brands in the world adopt Drupal.

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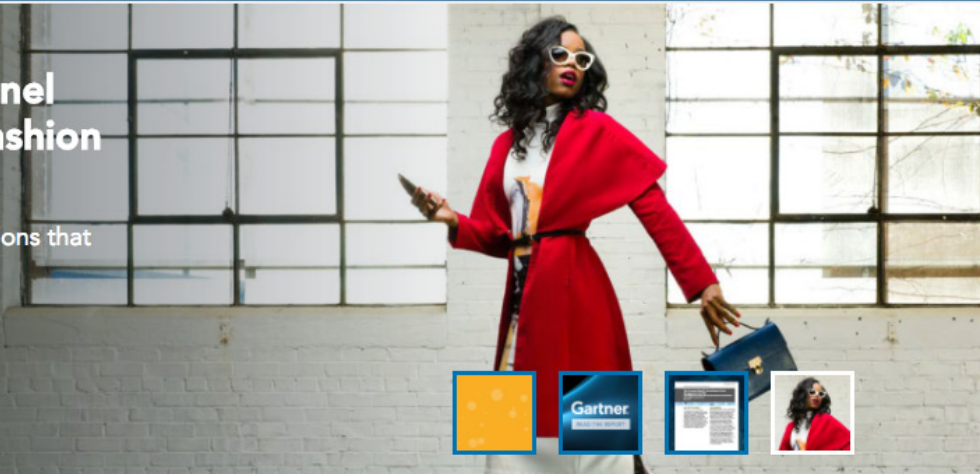
Challenge

Manhattan Associates (Manhattan) worked with Mediacurrent in 2011 to create their first Drupal website, which was built on Drupal 6. They partnered to successfully launch the Drupal 6 site in six languages with a multiple domain publishing capability and an Oracle Eloqua integration for all gated assets.

When Manhattan wanted to upgrade their CMS, they again worked with Mediacurrent. Manhattan wanted to know which version--Drupal 7 or Drupal 8--would be best to accomplish its long-term business goals. They needed a fully responsive digital experience, improved translation tools and flexibility in contributed tools that could keep up with the contrib community.

Solution

Mediacurrent helped Manhattan evaluate its options and ultimately, the company decided on Drupal 8. This latest Drupal version has several key features that the company needs:

- Responsive design,
- Improved translation for their global customer base
- Full integration with CRM & marketing automation.

The company needed tools that could support the plan for an improved, aggressive digital strategy.

To optimize the site's multilingual capability, Mediacurrent recommended the Lingotek - Inside Drupal 8 Module that integrates with Lingotek's automated, cloud-based translation management system (TMS). The module gives the company access to professional-grade translation tools directly within Drupal to localize, update, and publish content in a single, uninterrupted workflow.

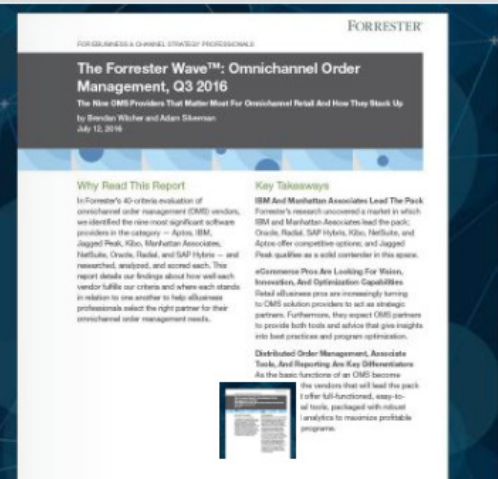## Lingotek + Mediacurrent + Drupal Benefits

- Upgraded to a robust, global-ready Drupal 8 website
- Simultaneous global launch of 8 sites
- Consistent branding & messaging
- Seamless integration
- Multilingual capability
- Personalized UI for global users

Benefits

Mediacurrent and Lingotek worked together to achieve Manhattan's goal of a fully responsive digital experience and multilingual capability to better engage their global community of customers. Manhattan Associates was able to improve the consistency of their corporate branding and messaging, enhance their ability to integrate translation inside Drupal, and create a better UI for its customers by offering content in their native language.

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Consistent Branding & Messaging

The highlights of the Manhattan project included improved navigation, branding, and messaging along with a completely custom Drupal 8 theme. Lingotek's cloud-based TMS gives companies like Manhattan more control over their content and helps them to maintain messaging and branding consistency by keeping translated terms in a single native environment. When terminology is centrally stored in the cloud, it protects the company's messaging and reputation by providing a consistent experience with the brand, no matter where the end user lives.

Seamless Integration Across Several Platforms

Seamless integration with Manhattan's CRM and marketing automation software helped to support their investment in digital strategy. With Lingotek, multilingual content is created and managed in the cloud, where it can be easily accessed and reused across the entire enterprise. The Lingotek - Inside Drupal 8 Module provides out-of-the-box integrations with Drupal and several other popular web applications improving corporate governance and control.

Multilingual Capability to Engage a Global Audience

The Lingotek - Inside Drupal 8 Module helps companies like Manhattan translate and localize their content to provide its customers the information they need, in their own language. This leads to better, more meaningful engagement and personalized UI for global users.

About Lingotek

The Translation Network

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications and tech-enabled language services to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation.

Find out more about Lingotek at **www.lingotek.com**

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