



Lingotek

Sales Overview

Introduction

Today, agility is king. Global companies want speed, continuous delivery, and world-class performance. Any competitive advantage largely depends on your ability to continuously publish dynamic content in any language. The need for a new way of multilingual content management has never been more apparent.

Simply put, traditional methods of translation can't keep pace. Why rely on manual operations? Why take content offline only to lose visibility, speed, and content security? Why use traditional methods that are slow and handcuff business agility?

Finally, there's a better way with networked translation.

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 to continuously push dynamic multilingual content to all of your global markets.



We think every company on the planet with global aspirations needs the best technology and the biggest network, regardless of size.

The Translation Network auto-scales to incredible volume levels, and it's the most agile, efficient, and easy-to-use solution available anywhere. Many of our clients are the best in the world at what they do, and we're giving them the premier multilingual content management experience imaginable.

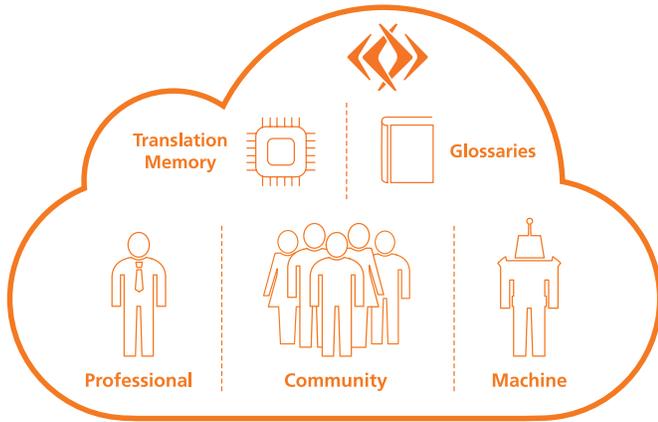
“Lingotek reduced our annual translation costs by 33% and improved our project turnaround time by 55%.”

– CA Technologies, 2015

Lingotek vs. Proxy

Truth is, enterprises don't want proxy solutions. Proxy takes the power, control, and content out of your hands. It doesn't scale without skyrocketing costs, it's inflated with other hidden costs, and it doesn't give you continuous publishing. Even more, the licensing models are broken and punitive: as your publishing increases your ROI decreases.

Our technology, on the other hand, means we're with you at every step. We give you an enterprise-grade, end-to-end solution that you control. Forget proxies; they're not secure, SEO friendly, efficient, or cost effective. If you're not agile and automated in today's world, you're going to get wiped out. You need to revolutionize your translation by getting in the cloud and getting networked translation.



The Lingotek Advantage

- World's first content intelligence application:** The Translation Network is powered by innovative applications that streamline the translation process. Content intelligence allows stakeholders to dive into projects to monitor processes, view inefficiencies, and obtain actionable data that leads to reduced translation costs and faster turnaround times.
- Real-view ICR:** Lingotek's powerful ICR application changes the way companies create and distribute content to a global audience. By immersing translators in a dynamic, visual experience, we've brought translation, formatting, and review together in real time, in real view, and in one place.
- Beyond middleware:** Lingotek leads the market in deep interoperability into a multitude of business applications through a powerful, easy-to-use Multilingual API set, resulting in the most downloaded modules in the industry.
- Better than proxy service:** By going with Lingotek, you maintain control of the translation process and multilingual content, enhance the investment in your CMS, and optimize SEO. The Translation Network gives you the control by automating translation with content intelligence, automatic notifications, industry-leading in-context translation and review, and customizable workflows—all inside your enterprise applications.

It's time to connect your brand with the Translation Network. It's time to drive your global business with the best technology and the biggest network. It's time to go beyond translation.

Be transformational.
Embrace innovation.
Drive your brand.
Power up with the world's only
Translation Network.

“56.2% of consumers said that the ability to obtain information about a product in their own language is more important than price.”

— Harvard Business Review

Cloud vs. On-Premise

Traditional IT architectures built from on-premise solutions increase cost with budget-busting implementation processes and ongoing maintenance. Upgrades to the system, in order to take advantage of new innovative features, are almost always painful and slow. In today's marketplace where agility is king, you need lean enterprise and fast IT.



Lingotek was born in the cloud, for the cloud. We're not a faux-cloud or partial cloud solution, half-baked with functionality. It is the fastest translation solution; it's ready to go in minutes, and it's maintained in real time so you're able to instantly leverage its innovation.