



Content Globalization Capabilities Assessment

Are your content globalization capabilities an asset or a risk to your organization? Multilingual content is essential to achieving strategic business goals such as:

- Maximizing worldwide revenue opportunities with faster time-to-market for products and services.
- Attracting and retaining global customers with engaging customer experiences.
- Managing global brand to increase equity.
- Operating efficiently and effectively with the right balance of centralized and regional control and decision-making.
- Meeting regional regulatory requirements.

An organization's ability to produce and deliver quality multilingual content has a direct impact on global business success. Content globalization capabilities can be assets that create competitive advantage – or they can be liabilities that compromise performance and put global success at significant risk.

- Do your content globalization capabilities support your company's worldwide business strategies?
- Is your infrastructure (people, process and technology) an obstacle that costs time and money, dilutes sales opportunities, and compromises brand and customer satisfaction?
- Where are the specific problem areas, and how can you fix them to bring your capabilities into alignment with business strategies?
- Which investments will deliver the greatest return?
- How can you transform your capabilities into a center of excellence for your organization?

Outsell's Gilbane Group **Content Globalization Capabilities Assessment** can help you answer these and other questions, and maximize the impact and value of your content globalization practices.

Aiming for Organizational Excellence in Multilingual Content Practices

Our CGC Assessment is a methodical analysis of your organization's current ability to support global business goals and objectives with multilingual content. The focus is on helping you, stakeholders, and management understand the level of risk associated with your global content capabilities, identify opportunities for improvement, and develop a roadmap for taking your capabilities to the next level of performance.

The foundation for the assessment is the Global Content Value Chain (GCVC) and the GCVC Capabilities Maturity Model, defined in Gilbane's 2008 research report, *Multilingual Communications as a Business Imperative: Why Organizations Need to Optimize Their Global Content Value Chains*. Borrowing from the well-known SWOT analysis methodology, the assessment identifies strengths, weaknesses, opportunities and threats in six key areas of global content practice: content inventory, technology inventory, value chain processes, project management and measurement, governance, and strategic planning. The assessment deliverables include:

- **Current State View:** A Capabilities Report Card identifying risks and opportunities, a mapping onto Gilbane's Capabilities Maturity Model, and recommendations for addressing issues.
- **Future State View:** A customized roadmap for moving up the maturity curve and fully aligning global content capabilities with your organization's business strategies, goals, and objectives.
- Educational materials supporting your organization's assessment.

The assessment process starts with project planning, knowledge transfer, and strategy sessions between our analysts and our client's managers, stakeholders, and executives. We then conduct interviews with key personnel; analyze all inputs and develop assessment deliverables; and present the assessment outcomes first to our client manager and then to stakeholders and executives. The assessment process is designed to be completed within one month, assuming prompt client response time, and with minimal disruption of our client's day-to-day business operations.

Business Challenges Addressed by the CGC Assessment Program

Gilbane's CGC Assessment program delivers value to organizations that are:

- Struggling to meet business demand for multilingual content.
- Boxed in by infrastructure (people, process, and technology) that isn't scalable.
- Experiencing operational inefficiencies and a need to streamline costs.
- Seeking validation and confirmation of existing internal views and analyses.
- Consolidating global content infrastructures as a result of mergers and acquisitions.
- Considering new strategic investment in global content initiatives and infrastructure.



Outcomes of a CGC Assessment

As the result of a CGC Assessment, client organizations are in a position to:

- Address areas of immediate operational risk by recognizing problems and identifying solutions.
- Establish baseline metrics for monitoring progress and performance going forward.
- Gain executive and management confidence in the organization's ability to perform and deliver in the near and long term.
- Secure funding and executive sponsorship for content globalization initiatives that have a measurable impact on business.
- Develop a roadmap for formal management of capabilities enhancements.
- Lay the foundation for creating world-class global content capabilities.

CGC Assessment Team

Assessments are performed by the lead and senior analysts in our Content Globalization Practice. Each team member has at least 15 years of experience in content management and localization/translation management, developing content strategies and deploying technologies to enable them, and managing organizational impact of new technologies. The analysts have worked for or with organizations such as Cisco Systems, Perot Systems, FM Global, Commercial Union Insurance, NCR, RIM, 3Com, Polycom, JD Edwards, Avnet, and Lucent.

Why Outsell's Gilbane Group?

Outsell's Gilbane Group is uniquely qualified to deliver value to organizations that need to improve, enhance, or upgrade their Global Content Value Chains:

- Our assessment is based on solid, ongoing research on how companies succeed and fail with content globalization capabilities and practices. Our pioneering 2008 study, *Multilingual Communications as a Business Imperative: Why Organizations Need to Optimize the Global Content Value Chain*, presents unique insights from both content management and language professionals.
- As an analyst and consulting firm, Outsell's Gilbane Group is dedicated solely to understanding and communicating the business value of content-centric solutions. We are the *only* consultancy in the content technologies market with an established practice in and regular coverage of content globalization.
- We consult and advise enterprise adopters of content technologies as a core part of our business. We help users develop sustainable content strategies, make smart buying decisions, and deploy content-centric business solutions that deliver measurable value.
- Through our conferences, vendor consulting, and industry research, we have unique insight into global content trends and technologies. We leverage our research and our continuous exposure to new products, technologies, and services to provide our clients with valuable industry knowledge without having to conduct substantial one-time research that would burden clients with high costs.
- We promise an independent perspective on people, process, and technology that offers the best potential for success within our client's environment. We have no vested interest in technology approaches or choices other than matching the right solutions to our clients' needs.

For more information and to get started with your Content Globalization Capabilities Assessment, contact us at gilbane@outsellinc.com.

About Outsell's Gilbane Group

Gilbane Group is a division of Outsell, Inc. (www.outsellinc.com), the only research and advisory firm focused on advancing the publishing and information industries. We have been writing and consulting about the strategic use of information technologies since 1987. We work with the entire community of stakeholders including investors, enterprise buyers of IT, and technology suppliers. For more information visit <http://gilbane.com>.

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