



# Reaching More Customers: Multilingual, Multisite Web Content Management

Gilbane San Francisco, May 2010



# Session: multilingual multisite WCM



The number one requirement for audience engagement is language. We can't engage our audiences if we don't communicate in their preferred language. Learn how leading practitioners are addressing the significant challenges associated with managing global content for multiple websites in multiple languages.



# Global WCM challenges

- Content: meeting audience expectations with content that engages
- Governance and control: balancing audience engagement (customized) with brand consistency (centralized)
- Execution: managing content across multiple sites while delivering engaging experience



# Experts

- Gary Muddyman  
Managing Director/CEO, Oxford Conversis
- Simon Lande  
CEO, Magus
- Sultan Ghahtani  
Regional Director, Sitecore



# Who the hell am I?

- CEO and managing director Conversis
- HSBC: 16 years, international marketing scope
- Family business interests.
- MBA Warwick University
- FULHAM FAN!

Communication. In any language.

# Your global web presence



Does Felipe in Brazil  
*really* get website  
Accessibility?



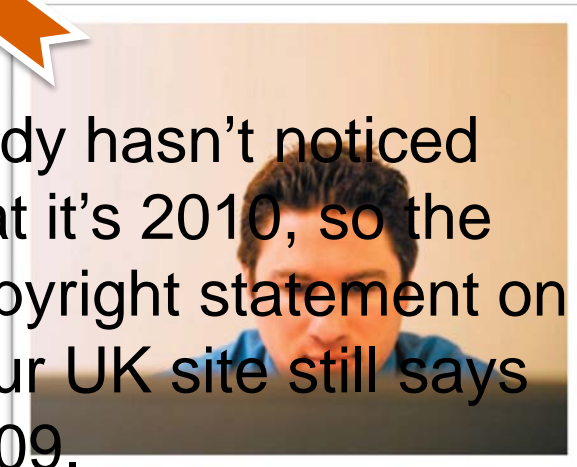
Your Australian web  
editor is getting creative  
again.



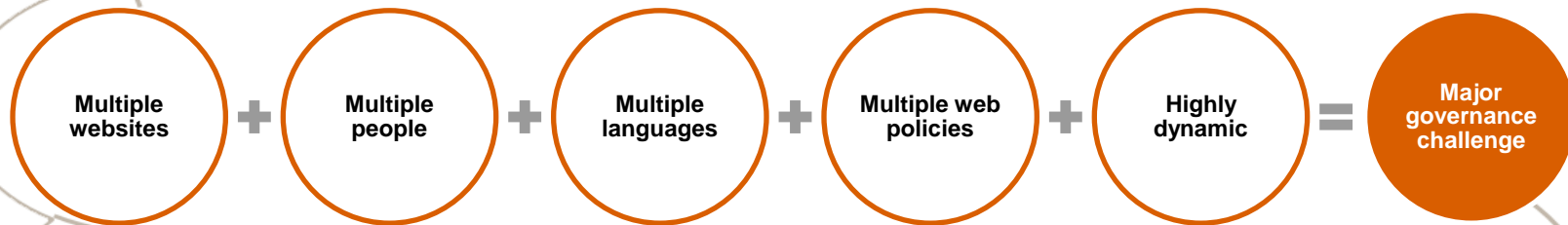
Your new Japan web editor just  
renamed some files in the IR  
section - creating 1000s of broken  
links.

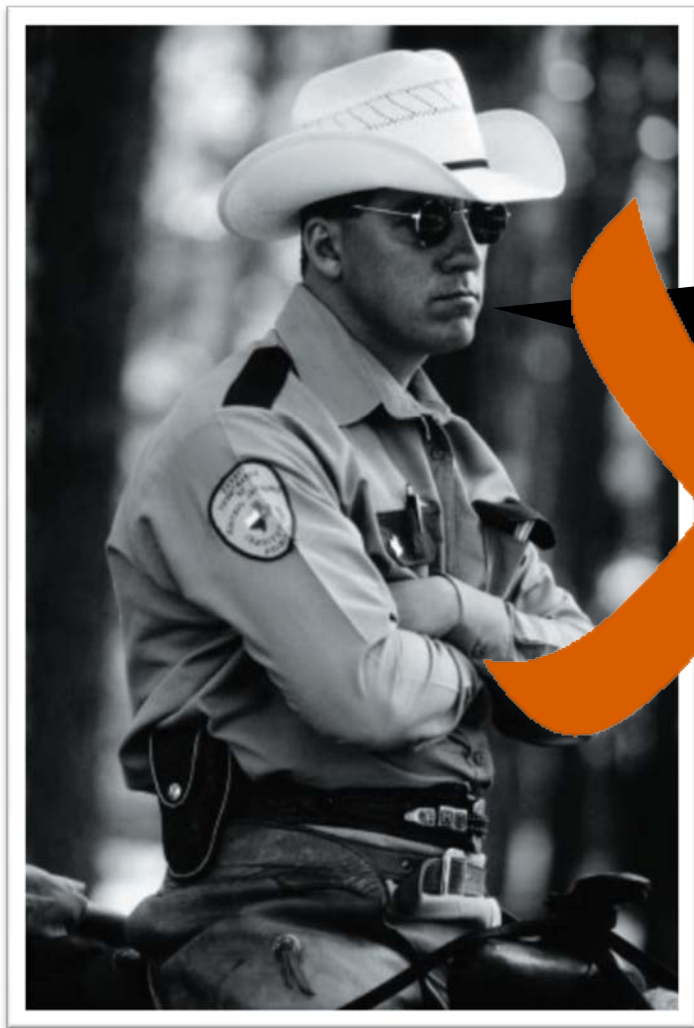


Andy hasn't noticed  
that it's 2010, so the  
copyright statement on  
your UK site still says  
2009.



# The web governance challenge





**“Is that really the  
logo you ought to be  
using?”**



# Magus ActiveStandards

The automated platform for enterprise website governance & compliance.

Empowering web editors:  
informing management.



Helping some of the world's most successful companies stay on-brand online:



PHILIPS



# About Sitecore

- Leading provider of enterprise-class .NET web content management and portal software for mid-to-large organizations
- **Presence**
  - San Francisco, Portland, Boston, Copenhagen, Stockholm, London, Munich, Amsterdam and Brisbane
- **Customers**
  - Over 1800 client installations managing over 22,000 web sites worldwide
- **Recognized**
  - Microsoft ISV Partner of the Year 2003/2004, Microsoft Gold Partner
- **Supported**
  - Over 450 Sitecore Certified Partners worldwide, with over 150 in North America

# Sultan Ghahtani

## Director - Midwest at Sitecore

- 15+ years of Software and Consulting Sales, IT Project Management and Client Engagement Management Experience (including Internet, Extranet, Enterprise Portal, and Web 2.0 Projects).
- Global Engagement Manager and Social Media Strategist at Open Text
- Sales Engineer at RedDot Solutions
- Web Application Manager at Sloan Valve Company

# Global WCM challenges: Content

- Meeting audience expectations with content that engages
  - *Beyond “reaching”*
  - *Characteristics of content that engages*
  - *Strategies for creating, managing and delivering ... in multiple languages*





# **Gilbane, San Francisco**

**Gary Muddyman**  
**CEO Conversis**

# Conversis = communication

- How are we differentiating ourselves?
  - Communication that is persuasive and interesting
  - Knowledge sharing
  - Business Focus.
  - Embrace technology.
  - Purpose, purpose, purpose.



# iStockphoto – internet sensation

- Invented crowdsourcing BUT it didn't work for translation
- 5 million customers, 10 languages
- How do you translate an image?
- Original content that's local
- Creative translators who understand iStock
- New processes developed to cope

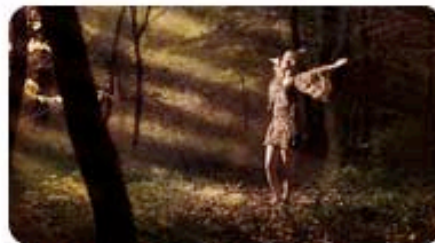
Communication. In any language.



STEVE COLE  
United States

## Photo of the week

stevecoleccs | United States



## Free photo of the week

gremlin | Slovenia  
Free Files archive ▶



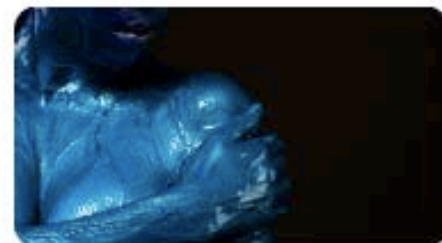
## The Vetta Collection

Peak creative prowess  
Experience Vetta ▶



## Featured article

Feast - Using templates to design  
iStockphoto



## Photographer of the week

TomFullum | United States  
TomFullum's iStockphoto.com

iStockphoto®

コントロールパネル | 日本語 | ログアウト



gabriellecj

クレジットを購入する |

アカウント ▼ |

クリエイティブネットワーク |

ライトボックス |

キーワード入力

検索

☒ 写真

☒ イラスト

☒ Flash

☒ ビデオ

☒ オーディオ

ソート順序

高度な検索  
ヘルプがいらいますか。

ベクターイラスト  
ビデオ  
オーディオ

Vetta™コレクション  
1ドルお買得品

ストックの購入方法  
クレジット  
定額制プラン  
法人アカウント  
iStockグッズ

一番人気があるファイル

## iStock Japan

Forum Home >> Discussion >> iStock Japan

購入

マッチする5件のうち1から5件を表示しています。

筆者

メッセージ

AndrewJohnson



Be careful when going to iStock's new Japanese website as the browser character set stays in Japanese letters when you return to iStockphoto.com

Want to see what I mean goto: <http://www.istockphoto.jp>

投稿日時: Mon Jun 25, 2007 9:42AM



# Global WCM challenges: Governance and Control

- Balancing audience engagement (customized) with brand consistency (centralized)
  - *Manage and oversee complex global web presence*
  - *Meet brand guidelines*
  - *Adhere to corporate standards*
  - *Meet regulatory requirements*
- ... in multiple languages





Reaching more customers

“The significant challenges in managing global content for multiple websites in multiple languages”

20th May 2010

Simon Lande, CEO, Magus



# Translating policies into action

## Web policy silo



- Strategy
- Policies
- Roles & responsibilities
- KPIs

## Connected governance



- Visibility
- Communication
- Buy-in

## Global web presence



“You need uniformity if you want to maintain a consistent corporate presence.

Our automated governance and compliance platform takes the complexity out of the process – it’s fantastic!”

Johannah Bailey, Programme Director, Global Communications - External Channels, Unilever

ites in  
but are



## Definition

- Strategy
- Policies
- Roles & responsibilities
- KPIs



# Two questions for debate

How do you manage your web presence to reach more customers?



CMS is a framework not a straitjacket. How much should you lockdown your platform?

How do you balance global vs. local to maximise opportunity and minimise risk?



# Global WCM challenges

- Managing content across multiple sites while delivering engaging experience . . . in multiple languages
  - *Requirements from a WCM perspective*
  - *CMS/TMS integration*
  - *Getting the regional/central mix right*
  - *Website design approaches*



## Accelerate Your Website's Global Reach

- Doing business on a global scale means having a seamless strategy for globalizing web content
- Companies need to be looking for ways to improve processes and technologies that could enhance multilingual communications including:
  - Personalization that cuts through information clutter
  - Localization that tunes information and messaging to specific language and culture
  - Centralized terminology management that defines repeatable words and phrases for multilingual authoring
  - Content analytics and reporting for iterative web site improvement.
  - Inclusion of translated user-generated content in emerging corporate and consumer social computing environments.

## WCM Best Practices

- Put control of content into the local market team's hands with corporate control over structure/layout
- Remove content creation politics and make it as easy possible to repurpose content from corporate site
- Structure content to scale globally – architect the layout of the site including navigation without cultural/localized graphics or images. Make content adaptable for every language
- Coordinate content creation updates across markets – minimize lag time between corporate site updates and regional sites
- Implement language and version control – enforce corporate brand
- Plug into translation technology



# Thule: Delivering Multilingual Functionality with Multi Integration

- Summary :
  - Site is built in more than 30 languages, and includes integrations with several other technologies
  - Data is centralized and complete, and the marriage of the Sitecore and PIM database is seamless
- Challenge:
  - Thule has approximately 4,000 employees at over 30 production and sales locations in all major car markets in North America, Europe, Africa and Asia.
  - Provide the end user a simplified, personalized Thule brand experience, across all regions and products.
- Solution :
  - Integrated Stibo for the PIM database, Shopatron for Ecommerce, Bing Maps for the Dealer Locator, RightNow for the CRM, Coveo Enterprise Search for site search, Sitecore's Web Forms for Marketers for various site forms, Clay Tablet for translation services, Sitecore's Staging Module for web farm publishing, and Sitecore's SEO Module for optimization review and QA.

# Thank you and contacts



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Presentation materials available on the  
Gilbane conference site

