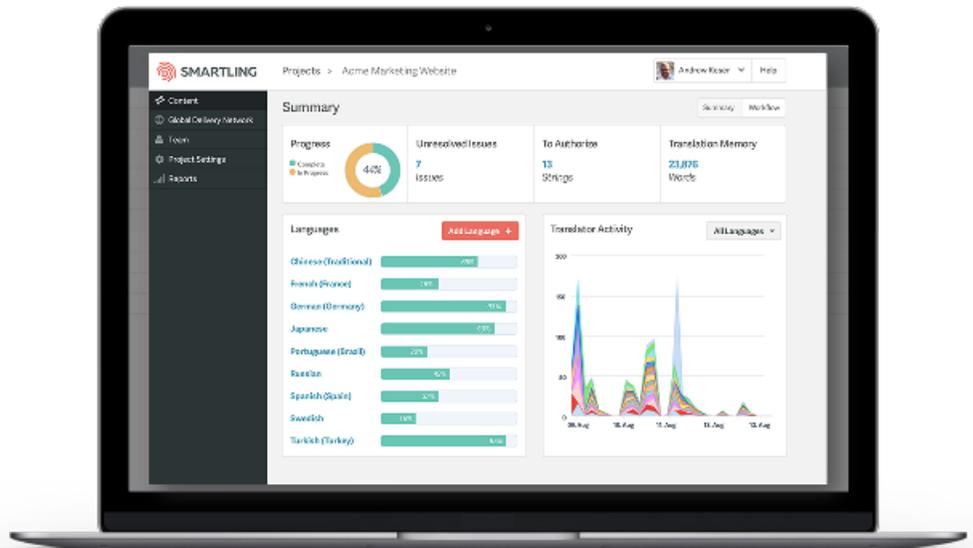


## Product Brief – Translation Management Platform

### What Is It?

Smartling’s **Translation Management Platform** is a powerful solution that combines business process automation with professional translators. Our platform enables brands to quickly and cost-effectively launch multilingual websites, mobile apps, and business documents with minimal IT involvement. The platform provides flexible translation options, allowing brands to work with their preferred resources or access our professional network of translators.



### Why Smartling?

The Translation Management Platform is an end-to-end solution for digital content translation designed to simplify and streamline translation by eliminating 90% of the manual processes and costs associated with localization. Smartling's advanced technology centralizes global content in the cloud and integrates seamlessly with any tech stack to provide visibility through a centralized workplace and deploy flexible workflows that enable team efficiency and ensure translation accuracy. Ultimately, Smartling accelerates translation, improves quality, and reduces cost, giving you complete control to manage localized content and track ROI. With Smartling's solution, brands gain complete transparency to manage multiple translation projects and measure ROI — increasing revenue through relevant content.

### Smartling Uses Technology & Data To Improve Translation Outcomes



#### Speed

Accelerated time-to-market through automation and integration



#### Quality

Tools for linguists to improve quality and a metric for you to measure it



#### Cost

Reduced through automation and significantly lower per-word fees

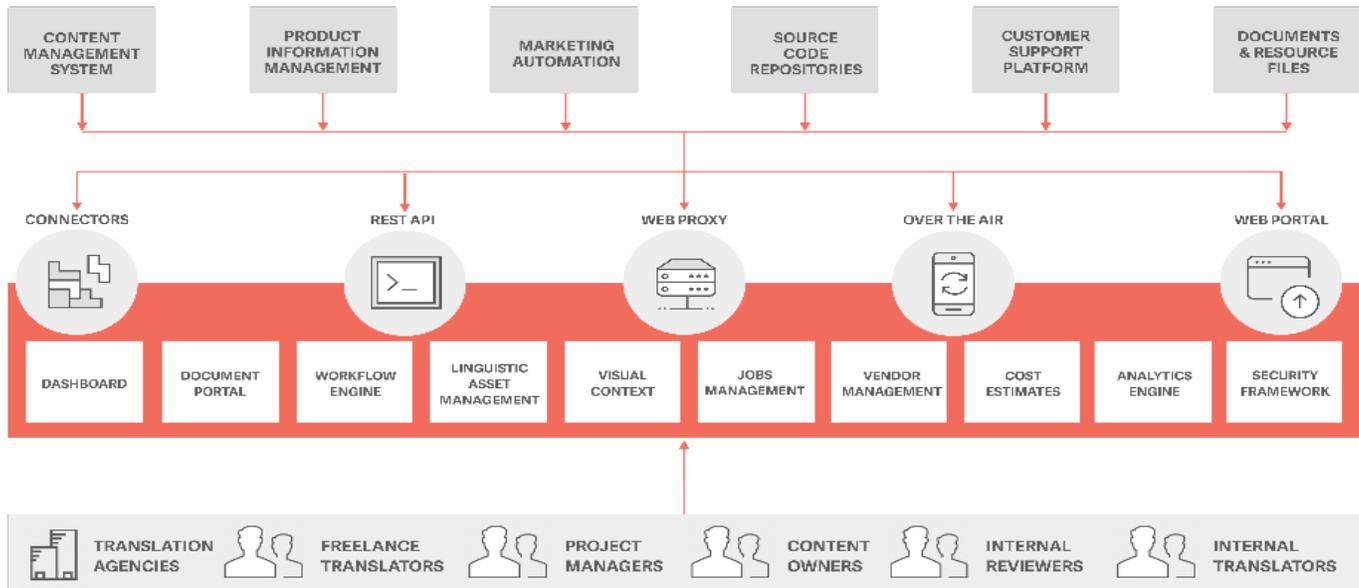


#### Choice

Use your preferred translators or our on-demand network of professionals

## How Does It Work?

Source content can be imported into Smartling's platform through the Smartling Global Delivery Network, connectors, APIs, or direct file uploads. Once the content is imported into the platform, project managers can prioritize and assign tasks, tracking progress via robust management dashboards. Translators, editors and reviewers translate and revise content using actual HTML displays rather than the traditional string-based or spreadsheet approach, minimizing correction cycles by ensuring translations are right the first time around. Upon completion, the finished content is delivered to websites and applications via one of Smartling's multiple integration points or automatically through the Smartling Global Delivery Network.



Note: For more information on specific components and features within Smartling's solution, please refer to Smartling's resource library or ask your sales rep.

## What Makes Smartling's Platform Unique?

**Unmatched Functionality.** Smartling's platform automates internal processes, giving your team the flexibility to focus on critical initiatives, such as product development and deployment.

**Seamless Integration.** Brands instantly integrate with content management systems, eMarketing solutions, eCommerce platforms and code repositories.

**Completely Customizable.** Smartling's robust API library extends the built-in capabilities of the Translation Management Platform to suit the specific needs of your brand and team.

### A Suite of Integrations

Smartling works closely with the leading content management, eCommerce, eMarketing and code repository platforms to allow brands to integrate translation seamlessly into their content platforms and workflows.



## Results You Can Measure

Smartling's end-to-end solution for translation management enables brands to accelerate time to market, improve translation quality, and reduce total cost, all while expanding their global footprint.

	<b>6x</b>	<b>improvement in time to market</b> since implementing Smartling
	<b>96%</b>	<b>percentage of translations</b> published without requiring correction, up from approximately 50% before Smartling
	<b>33%</b>	<b>reduction on annual translation expense</b> made by HootSuite within one year of implementing Smartling
	<b>60%</b>	<b>improvement in average time</b> from submission to publication of translations for SurveyMonkey since implementing Smartling

### Smartling Customers

Smartling's Translation Management Platform is helping some of the world's most ambitious brands increase reach and revenue to achieve a better global position.



For more information visit [www.smartling.com](http://www.smartling.com) or contact us at [hi@smartling.com](mailto:hi@smartling.com)