

# Case Study



## Summary

With such an extensive global reach, 3M found that their multilingual web presence had become fragmented, with colleagues in different countries creating content in different languages without any unifying consistency.



## Challenges

- ✓ 3M centralized administrative and technical functions by implementing Across Technology, achieving consistency in linguistic aspects of the information presented in marketing channels, and at the same time ensuring that content could be targeted to 3M local in-country markets where relevant.
- ✓ 30 marketing specialized translators in 12 different languages working simultaneously with client specific Project Management systems.

## Solutions

- ✓ Fast implementation of a flexible, web-based, practice-oriented training for project managers, translators and proofreaders to work with Across Technology.



- ✓ Through the use of highly experienced marketing translators and editors, we ensured that the translations were consistent and coherent in the target languages, despite the multitude of different source languages.



- ✓ 3M achieved not just consistent high quality, but a consistent process across all of the different languages involved, by working with Across Technology and partnering with Link Translation.



- ✓ This incorporated a check for conformity with the 3M style guide to ensure that multilingual content returning to the CMS could be published in accordance with 3M corporate identity.

## Benefits

Using the Across content management system, 3M undertook a comprehensive review of what the group wanted to say at both a global and local level.

The result was a selection of content from many countries in many languages, which was translated and then localized for the appropriate target markets.

3M were able to take advantage of the extensive global coverage offered by Link Translation, with 12 different language combinations required.