

LEADING BRANDS CHOOSE ADOBE AND TRANSLATIONS.COM'S INTEGRATED PLATFORM TO EXPAND GLOBAL REACH

Marketers Credit AEM/GlobalLink® Integration with Cutting Costs and Turnaround Times for Multilingual Content Deployment

NEW YORK, March 21, 2017 – Translations.com, the world's largest privately held provider of language services and translation-related technologies, today announced the addition of Ford, Visa, Corning, Shimano, and HP Enterprise to the growing roster of clientele utilizing GlobalLink Connect for Adobe Experience Manager.

Adobe and Translations.com first integrated their best-in-class systems over seven years ago. This mature integration allows global marketers to easily launch and maintain multilingual content without ever leaving the AEM user interface, and includes the following features:

- Automated exports for content requiring translation/localization
- Automated re-import of multilingual content into AEM and DAM platforms
- Real-time project tracking for translation and review processes
- Integration with centralized translation memory
- Translation vendor management and collaboration, including the ability to ascertain quick quotes, assign work to vendors, review translations, and maintain branded terminology

Benefits of the integrated solution to joint customers include:

- Reduced or eliminated IT requirements on the client side
- Faster deployment timelines for global content
- Lower project management costs
- Improved consistency in translated content
- Lower translation costs

Adobe and shared clients NuSkin, SanDisk, FireEye, and Western Digital express their thoughts in this recent video on the value of the integration between GlobalLink and Adobe Experience Manager.

“GlobalLink was born out of the need for a robust, scalable, and simple translation management tool to support businesses entering or expanding in the global marketplace,” said Liz Elting, Co-CEO of Translations.com. “The beauty of our partnership with Adobe is that both organizations are working towards providing our users with cutting-edge solutions and a great customer experience, and the integration of our two solutions has proven to be very successful for our shared clients.”

Phil Shawe, Co-CEO, added, “It’s an honor to work with a software pioneer like Adobe. We strive to create the world’s most user-friendly translation management software, and we’re thrilled with the results that our integration with AEM has delivered for our clients. We expect our long-standing partnership with Adobe to expand even more rapidly in the years to come.”

Translations.com is a Business partner in the Adobe Marketing Cloud Exchange partner program and proud Silver Sponsor of Adobe Summit held in Las Vegas, March 19–24, 2017.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Adobe

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About Translations.com

With annual revenues of over \$540 million, Translations.com is a leading provider of enterprise localization services and technology solutions. From offices in more than 90 cities on six continents, Translations.com offers a full range of services in 170+ languages to clients worldwide. More than 4,000 global organizations employ Translations.com’s GlobalLink® Product Suite to simplify management of multilingual content. Translations.com is part of the TransPerfect family of companies, with global headquarters in New York and regional headquarters in London and Hong Kong. For more information, please visit www.translations.com.