

BlackBerry®



GlobalLink® technology saves BlackBerry over \$2 million in localization resources

BlackBerry needed a way to push and pull content for localization using their existing back-end system. Designed to seamlessly integrate with virtually any CMS, GlobalLink Project Director met BlackBerry's IT requirements—saving the company \$2 million in localization resources.

“Translations.com developed a customized plan for BlackBerry.com, requiring them to work with our marketing agencies to translate, test, and deliver over 4 million words to BlackBerry in 75 days. Oh, by the way, they did it in 36 languages simultaneously. Using Translations.com’s processes and GlobalLink technology, we saved over \$2 million and 6 months in turnaround time.”

– Director of Digital Marketing
BlackBerry

BE EVERYWHERE

translations.com

The logo for Translations.com, featuring a stylized asterisk or star symbol to the left of the company name.