The MotionPoint Proxy Solution

World-class, turn-key website translation for your global business.
Introduction

MotionPoint’s proxy-based website translation solution is the best in its industry. Only MotionPoint’s approach:

- Leverages platform-agnostic software that works seamlessly with your current CMS
- Provides the supplemental services and people you need to scale and manage your localized sites without duplicating effort
- Simplifies the translation process
- Delivers a continually optimized experience for your website visitors that is dramatically more cost-effective

In this guide, we'll walk you through MotionPoint’s fully turn-key solution, how it works, and why it’s the only one that provides the competitive advantage you need to take your business global.
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The Stakes

One of the most important investments your company can make today is localizing your website and multichannel marketing content for global markets. Here’s why:

1. Global customers want to experience your website in their native languages
2. They want to know you’re committed to making an investment in their market
3. When websites are published in locally-preferred languages, customers are significantly more likely to engage and convert
4. Localized content improves organic website traffic
5. Regional laws and regulations may require information to be presented in local languages

Authentically presenting your content in local languages builds market credibility, creates a positive experience for your website visitors—and communicates your value proposition effectively and accurately.
The Power of MotionPoint’s Turn-Key Proxy

Deploying and operating multilingual websites requires a substantial variety of tasks and resources, leading to continuous effort and additional expense well beyond mere translation. Most companies lack sufficient staff, the right technologies, and the specific expertise to efficiently cope with the challenge.

MotionPoint’s turn-key proxy technology leverages the code and content of your website, so we can seamlessly support you with a choice of translation options, rapid deployment, and the management, monitoring and hosting of your multilingual sites.

It also operates independently from your CMS and other systems. That means it doesn't require any integrations with your platform, or any development work from your IT team.
From authentic translation to site deployment and integrations with your other digital solutions, MotionPoint’s model is a complete, end-to-end approach to creating and maintaining multilingual websites. The result?

- We dramatically simplify the often-complex process of multilingual site creation
- We supply the specialized, expert resources you need to do the job well
- We use proven processes to manage your site efficiently and effectively
- We keep costs down to make the most of your website translation investment

And while our solution requires no effort on your end at launch or ongoing, its flexibility enables you to be as involved—or as hands-off—with the project as you wish, at any time.
How Proxy Technology Works

When customers visit your website, their actions—from the URLs they type to the links they click—send requests to your web servers. The servers quickly assemble web pages by pulling content from databases, templates, third-party sources, graphics and more. The pages are then sent via the Internet to the visitor’s device.

The proxy approach replicates this process on MotionPoint’s servers for your multilingual sites.

When customers interact with your translated site, their clicks and commands are first routed through a special separate translation server. This identifies the proper translated content for the desired page. The server routes this translated content to the customer, laying it atop your site’s existing code along the way.

All content—including graphics and text, alt tags and even metadata—is displayed in the appropriate language. The entire process occurs instantly, providing your visitors with a seamless, immersive in-language experience.
Benefits of the Proxy Approach

**FAST**
MotionPoint launches translated websites in **as few as 30 days**. After launch, new content is translated and deployed within **one business day**.

**OMNIVOROUS**
MotionPoint **automatically detects translatable content** in your website’s content and code, including text, images, metadata and even applications. MotionPoint’s content-detection technology is the best in the industry.

**SCALABLE**
You can launch as many additional global sites as you wish—in as many languages as you wish—easily and quickly, **without additional resources**.

**API**
Our API enables integrations between our translation memory (a database of your translated content) and your other technology solutions, including e-commerce platforms, product inventory technologies and more.

**TECHNOLOGY INDEPENDENT**
Our proxy approach **works with any site or any programming language**, and isn’t affected by changes you might make to your CMS.
How MotionPoint is Different

MotionPoint was designed to minimize operational complexity for our customers, and make the operation of multilingual websites fast and easy. **We’re the only company that provides a fully turn-key solution that brings together the best of technology, translation and expertise.**

Only MotionPoint delivers:

**PROPRIETARY TECHNOLOGY:** Website translation is a technology challenge, not a linguistic one. Our unique methodology eliminates the technical and operational complexity that makes website translation so time-consuming and difficult.

**EFFORTLESS MANAGEMENT:** Only MotionPoint’s solution provides both the technology and the personnel you need, deployed within proven processes, to completely remove the burden of website translation from your team.

**CUSTOMER FOCUS:** We’re focused on providing operational efficiency, cost savings, speed-to-market and flawless performance for your multilingual website so you can keep expanding the global reach of your business.
Our Superior Solution, Your Competitive Advantage

MotionPoint’s approach is purpose-built to take the complexity and stress out of building and maintaining multilingual websites. Our methodology and processes are proven, handling over 20 million translated webpages every day for hundreds of businesses in dozens of industries, in dozens of markets and languages.

We have the expertise, scale and technology to handle any site, of any size, built on any technology.
Future-Proof

As your website evolves, chances are it will undergo a number of technology changes in the coming months and years.

Unlike other approaches, MotionPoint’s technology operates independently of your technology stack. This means it effortlessly and seamlessly keeps pace with any changes you might make now and in the future.

Whether you change your CMS, deploy a new e-commerce system or build on specialized languages like Angular JS, we’ve got you covered. It just works.
Translation and Management: We Handle It All

With MotionPoint, your website translation is handled from end-to-end, including all multilingual site operations, optimization and hosting.

Our teams use human translators or machine translation capabilities (or both), to deliver the most authentic and economical translations possible.
More Reliable at Launch and Ongoing

MotionPoint’s superior, industry-leading technology discovers new content as it’s created on your site, no matter what format it’s in. Our Smart Sync technology detects changes to text, images, on-site applications, third-party content, multimedia and more.

When it detects new or updated content, it automatically routes it to a queue for immediate translation. Translations are published in one business day or less. MotionPoint leads its industry in translation turnaround times.

You’ll never have to worry about keeping your multilingual sites updated or maintained as long as you’re a MotionPoint customer. Our technologies and translators do the work for you—so you can focus on optimizing the content and user experience for your primary-market website.
Redesign- & Re-Platform-Friendly

Need to make substantial changes to your CMS, or move to an entirely different platform for your website? Our platform-agnostic technology **seamlessly adapts to any platform or design changes you might make**, and can immediately replicate your code and functionality on the new site.

Unlike platform-specific connectors or plug-ins that can stop working when you make substantial changes, our technology is independent of your website platform, so we can easily and quickly accommodate changes. Your multilingual sites won’t miss a beat.
Unparalleled Value

Working with MotionPoint brings you:

- A faster, simpler methodology to build and deploy multilingual sites, all leveraging our technology, processes and people

- Authentic, localized translations that create a more positive, welcoming user experience

- Superior speed to market, with many sites built and deployed within 30 days, and content updates published in one business day or less

- Independent, industry-leading technology that can work on any website platform with any programming language, and seamlessly adapt to changes in content, platform, and code

- Effortless management and maintenance of your multilingual sites, and easy scalability as you add markets and languages
Conclusion

MotionPoint's fully turn-key, proxy-based solution takes the work and complexity out of expanding your digital presence into global markets.

Unlike other technologies, MotionPoint's proxy solution combines world-class human and machine translation services with all the resources you need to build, deploy and maintain your multilingual sites.

Talk to one of our team members today, and learn how we can help bring your business to new markets, new audiences, and accelerate your global reach.
About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.
Let’s Talk

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