

Heating Up Global Marketing with a Streamlined Solution

Thermon Case Study

motionpoint



Based in Texas, Thermon is a **publicly traded global company that designs and manufactures heat tracing equipment**, a technology that delivers the external application of heat to pipes, tanks and instrumentation. Thermon's highly specialized products are used by companies in the petroleum, chemical processing and electrical power generation industries.

As Thermon's business grew internationally, the company **needed to offer its English-language website and technical documents in local languages** to better serve its global customer base.

"Our content is highly technical," said Lance Bielke, Manager, Marketing Communications at Thermon. "We needed to find a solution that would provide very accurate translation of both our online and offline technical communications. We also have a lean marketing team, so we needed an efficient way to launch, operate and optimize our local language websites."

Partnering with MotionPoint

During his search, Bielke learned about MotionPoint and reviewed the company's work. He asked MotionPoint to provide examples of translated websites of customers in the same industry; those sites would provide technical information and messages similar to Thermon's. "The examples enabled our regional staff to judge the quality of MotionPoint's translations, which they rated as excellent," Bielke said.

"Before evaluating MotionPoint, I worked with several translation companies that touted quality," Bielke continued. "But I found it difficult to obtain a good deliverable that reflected the technical accuracy and key messages we aim to provide our customers. We decided to **move forward with MotionPoint largely due to their high-quality translation of our technical content**, along with their automated solution for launching and operating multilingual websites."

“ Instead of going through time-consuming, labor-intensive steps to prepare, update and deploy translated content to the web, we can now focus on our English website and leave the translation and maintenance to MotionPoint. ”



Lance Bielke
Manager, Marketing Communications, Thermon

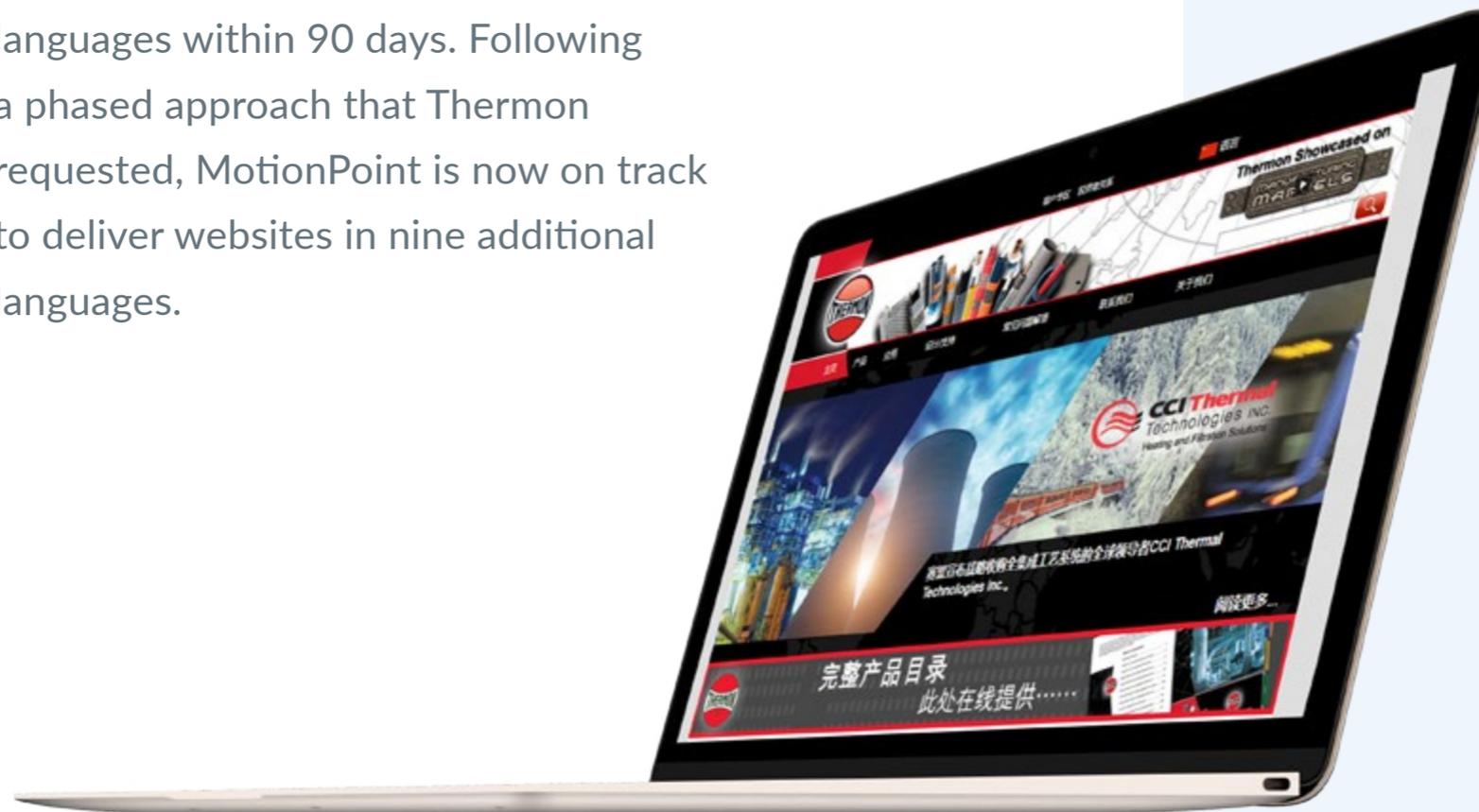
13 Languages with a Systematic Process

MotionPoint accurately translated the company's large number of technical documents, and used a systematic process and tools that enabled Thermon's field teams to easily participate in the translation review. MotionPoint also launched the company's website in four languages within 90 days. Following a phased approach that Thermon requested, MotionPoint is now on track to deliver websites in nine additional languages.

“ Our website translation process has been greatly streamlined with MotionPoint. ”

Lance Bielke

Director of E-commerce,
Manager, Marketing Communications, Thermon



An Efficient, Turn-Key Translation Solution

Thermon's lean marketing team has **achieved faster time-to-market for new multilingual websites**, while ensuring that the sites remain thoroughly and efficiently updated. Both of these factors help support Thermon's business growth.

"Our website translation process has been greatly streamlined with MotionPoint," Bielke said. "Instead of going through time-consuming, labor-intensive steps to prepare, update and deploy translated content to the web, we can now focus on our English website and leave translation and maintenance to them."

When edits are made to Thermon's English-language site, MotionPoint's platform automatically detects the changes and notifies human linguists, who quickly translate, review and publish the content for Thermon's multilingual sites.

"The technical accuracy of our content is critical, because our customers worldwide learn about our offerings through detailed technical documentation," Bielke concluded. "MotionPoint's high quality translation of our technical information—coupled with its technology—have enabled us to serve our customers better. It's been a great fit for our business."



Let's Talk

info@motionpoint.com

www.motionpoint.com

MotionPoint Corporation

United States

Lyons Technology Center
4661 Johnson Road
Coconut Creek, FL 33073

+1.954.421.0890

Europe

Regus Cibeles
Calle de Alcalá 61, Room 323
28014 Madrid

+34.917.944.707

