



motionpoint

The Technology-Independent Translation Solution

You need website localization that's as nimble as your business.

Introduction

As your company grows globally, one of the most important investments you can make is ensuring that your website and other digital properties are available in the local languages of the markets you're pursuing.

Authentically localizing this material is important to building market credibility, delivering a positive experience for your website visitors, and communicating your value proposition effectively and accurately.

The proxy-based approach to website translation is a powerful way to attack this challenge without having to invest significant resources—both human and capital—in order to build authentic, scalable multilingual websites.

But you may be wondering what gives MotionPoint's proxy approach a competitive edge, and how it compares to other available solutions like CMS connectors or cartridges.

True Technology Independence

Unlike CMS-specific connectors, MotionPoint's fully turn-key proxy-based translation solution can be used with any site, any technology or programming language, and any additional technologies or applications that deliver content or functionality to your site.

THE KEY ADVANTAGES:



HTTP & HTTPS ACCESS

Because MotionPoint's technology accesses your site the same way as a user with web browser would—using HTTP or HTTPS protocol—we work completely outside any specific content management or other back-end system.



ACCURATE, EFFICIENT CONTENT CRAWLING

Our advanced proxy approach seamlessly separates the content from the code of your website, efficiently crawling, detecting and queuing only translatable content without touching the code itself.



AUTOMATIC NEW CONTENT DISCOVERY

Never fear about making changes to your origin website's content. MotionPoint's proxy solution doesn't depend on your teams or your technology to send new content to be translated. We find it automatically and push it into a workflow for immediate translation.



CONTENT EXTENSIBILITY

You depend on publishing content in many channels to complement your website presence. Since MotionPoint's approach stores your translated content independently in a separate *translation memory* database, you can use this localized material anywhere on your site—or for use in emails, social media, offline documents and more.



APPLICATION AND PROGRAMMING LANGUAGE FLEXIBILITY

MotionPoint is the only solution capable of reliably working with code written in languages like AngularJS, and seamlessly works with an array of programming languages. Plus, if your site uses third-party applications or dynamic content technologies—like product information management platforms (PIMs) or e-commerce solutions—we can find, translate and display that content, too.



MIGRATION SIMPLICITY

Change is one of the only constants in marketing, and that includes your website. MotionPoint allows you to change the technology underpinnings of your site—including your CMS, PIM, A/B testing technologies and even content delivery networks—without interrupting the performance of your localized websites.



Why CMS Connectors Can't Compete

It's tempting to simply use a CMS-compatible connector or cartridge to create a multilingual website. But connectors have a number of shortcomings:

- ✗ When you change your back-end systems, connectors can easily break, which generates development time and effort for your teams
- ✗ Most connectors can't work with multimedia content, or content beyond your website
- ✗ Machine translations through CMS connectors can be clumsy, inaccurate and not reflective of the nuance of your markets
- ✗ Because they're not the core competency of CMS developers, connectors often can't—and don't—keep up with website technology advancements

Your website represents a significant investment in your marketing budget. The right approach to website translation doesn't just save time and hassle today, but eliminates costs and delays tomorrow.

Why MotionPoint Wins

MotionPoint is the only fully turn-key, technology-independent proxy translation solution. It's the only approach designed to take...

- ✓ The most advanced technological capabilities
- ✓ The most knowledgeable translators
- ✓ And the most experienced website technologists

...and bring you an easier, more cost-effective way to globalize your digital properties without depending on platform-specific solutions for website translation.

You can count on us for:

- ✓ Flexibility and adaptability as you grow your global digital presence
- ✓ Lock-step content updates that are authentic to your global markets
- ✓ Superior user experiences, including speed and localization
- ✓ Seamless integration with your critical back-end systems
- ✓ Multimedia content support

Talk to us today to learn how we can deliver multilingual websites that advance your business into new global markets.



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.