

Case Study

Content supply chain
advisory engagement
frees up team of five for
energy technology company

A series of eye-opening wins in its content creation, localization and publication process has wowed this multinational company



Challenges

Despite using a number of digital tools to manage content creation, localization and publication for more than 70 websites, this company was struggling with highly manual processes (often to hand off content or tasks from one tool to another).

The five-person localization team, in particular, was so consumed by the web publishing process, it had no capacity to take on other work that the business wanted it to do.



Solution

The RWS Content Supply Chain (CSC) Advisory team listened carefully to the company's objectives and perceptions of their own problems, then carefully mapped their web content processes, working with the relevant stakeholders to reveal their daily challenges.

The resulting report showed that the company had issues it hadn't even identified, but also huge opportunities to reduce localization and publication time and effort – not least by using its existing technologies more effectively to automate processes.

Results of three-week activity



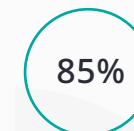
5-person localization team completely freed of managing web content publication thanks to process automation, saving up to 750 days per year



75% reduction in processing time for web images



Reduced TCO by eliminating unnecessary technology customizations and rationalizing localization processes



reduction in web content publishing time: identified as opportunity in roadmap for further improvements



The output is much more than expected and is food for thought!

Head of content, multinational provider of energy technologies and services



This is the most vendor-agnostic presentation I've ever seen. You guys clearly did not come to sell, but to solve issues.

Digital asset management (DAM) technology provider to the customer



Want to find out more?
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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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