PALO ALTO NETWORKS REACHES GLOBAL AUDIENCES FASTER WITH CLOUDWORDS

WHO

Palo Alto Networks, in. is leading a new era in security by protecting thousands of enterprise, government, and service provider networks from cyber threats. With its game-changing next-generation security platform, organization can safely enable the use of all application critical to running their business, maintain complete visibility and control, confidently pursue new technology initiatives, and protect the organization from the most basic to sophisticated cyber attacks – known and unknown. The company primarily sells its products and services to end-customers through distributors, resellers, and partners, and directly to end-customers, who are supported by its sales and marketing organization in the Americas, Europe, the Middle East, and Africa (EMEA), and in Asia Pacific and Japan (APJ). As one of the fastest growing security companies in the market, Palo Alto Networks serves approximately 28,000 customers in more than 140 countries across multiple industries.

Palo Alto Networks "At a Glance"
- Year Founded: 2005
- CEO: Mark D. McLaughlin
- Company Headquarters: Santa Clara, CA
- Business Focus: Enterprise Security
- Revenue: $598.2M in 2014
- Number of Employees: Approximately 3,000 worldwide

WHY

EXISTING LOCALIZATION PROCESS HINDERED INTERNATIONAL OPERATIONS AND COMMUNICATIONS
Palo Alto Networks operates in more than 30 countries, reaching audiences in as many as 20 different languages. To support this global footprint, the company translates many of their web content, email marketing, marketing content and collateral, technical documents, and training materials.

Because the previous localization process the team had in place prior to Cloudwords was labor intensive, costly and time consuming, Palo Alto Networks wasn't translating nearly as much content as was necessary to keep up with their regional needs.

The Palo Alto Networks marketing team recognized the need for a more efficient, cost-effective localization process that to better serve its ever-growing customer base. Specifically, they sought a translation automation platform that would:
- Natively integrate with Adobe Experience Manager so the team could eliminate the tedium and wasted time of copying and pasting translated content back and forth between the website and translators;
- Allow them to continue to use their existing translation service provider (without disrupting their process), as well as identify new agencies that fit their specific content and language needs;
- Own their Translation Memory ™ and have it accessible to all translation providers to improve brand and messaging consistency and reduce translation costs; and
- Access and build reports associated with each project to track and continually improve turnaround time and spend.

CLOUDWORDS BRINGS INCREASED GLOBAL COLLABORATION, EFFICIENCY AND ABILITY TO WORK WITH ANY VENDOR

As a 100% SaaS technology platform without bias toward any specific translation service provider, Cloudwords gave Palo Alto Networks the opportunity to bring together as many vendors as necessary to translate all elements of their marketing campaigns – from ad banners and landing pages to form fields. Before Cloudwords, the team only had one translation vendor; now, they have approximately 15 different vendors working in the platform, some of which they found through the Cloudwords vendor marketplace. The marketing team at Palo Alto Networks is able to regularly compare quotes from a variety of vendors to ensure they always choose the best one for a given job. As a result, localization projects are completed faster and at a lower cost.

"We received demos from more traditional translation companies, but only Cloudwords provided a truly vendor agnostic environment on top of our other globalization platform requirements," said Bernadette Javier, Web Marketing Manager at Palo Alto Networks

All of the Palo Alto Networks Translation service providers are able to access and leverage the company's translation memory, which is securely hosted in Cloudwords' content cloud. Translation memory is a repository of all previously translated words and phrases. By tapping into this translation memory, all translators can complete their work in less time and Palo Alto Networks benefits from the savings in both time and money. The translation memory is frequently updated, and can also be edited so the Palo Alto Networks team is ensured of consistent messaging, regardless of language, around the globe.

Noted Bernadette, "Owning our translation memory and consolidating TM between vendors is remarkable. Our TM is updated consistently and the size and value of our database is amazing – its grown from two million words to more than 12 million."

Another way the Cloudwords platform brings efficiency to the team is through its "Campaign Manager" feature. Campaign Manager provides Palo Alto Networks with an at-a-glance, comprehensive view of all content assets within one marketing campaign that spans geographies, departments, and customer touch points. This multi-channel, multi-lingual view allows the team to plan, execute and track the localization of all marketing content required for a global campaign launch. Campaign Manager helps the team collaborate on campaigns for different languages, group projects together to better manage multiple vendors, and easily track project status to ensure all assets are translated and delivered on schedule.

"Cloudwords' platform has simplified and scaled a highly complex yet really valuable business process for us. Now, managing localization projects is easier for the team, we can choose vendors for the best results, and the automated interface between Adobe Experience Manager and Cloudwords saves marked time and pain," said Bernadette.

"Cloudwords enabled Palo Alto Networks to begin building a more extensive global localization strategy. We can now customize our own campaigns within our respective regions, resulting in increased global brand consistency. Since Cloudwords is vendor agnostic, we have preferred translation service providers for each language, and since *all* vendors access and contribute to our translation memory, projects are much less costly and turnaround times are much faster, which is directly attributable to the growth of our translation memory."

Now, Palo Alto Networks Completes More Projects Faster and at a Lower Cost

"The number of localization projects we could complete grew exponentially once we were able to identify the right vendors and get them working in the platform," noted Bernadette. "Cloudwords has improved the process for us so we can do more in less time."

In just eight months, using Cloudwords, the company has now launched seven global sites in Italian, German, French, Spanish, Brazilian Portuguese, Simplified Chinese and Japanese. Next to go live is a Russian site followed by three additional localized sites currently in the translation phase: Turkish, traditional Chinese and Korean.

The company has subsequently streamlined localization projects in other departments outside of marketing as well. The process to translate technical documents was "painstakingly long." Once the marketing team alerted the tech docs group to their team's success with Cloudwords, they started using the platform to translate technical documents in Adobe Experience Manager with their preferred translation service providers.

"The Website was our pilot project, and once we saw how quickly and cost-effectively we completed that project, primary stakeholders were immediately agreeable and enthusiastic about on-boarding Cloudwords," said Bernadette.

Although Palo Alto Networks initially selected Cloudwords for use in the marketing department, it is now being leveraged companywide and more departments are benefitting from its efficiency-creating translation management and workflow. Most importantly, Palo Alto Networks is able to leverage its own TM companywide to translate technical documentation, web pages and pdf assets in Adobe EM, and training materials.

A Global Vision Beyond Translation

"One of the biggest benefits is that Cloudwords helps us think of globalization as a process that starts at the beginning of marketing content creation. This global thinking saves the company time and money in the end," said Bernadette. By developing a strategic, globally-minded plan before campaigns and projects are launched, Palo Alto Networks is able to identify the accurate themes that will resonate with each target region worldwide, and ensure that all localized campaigns and websites are delivering the right messaging, regardless of language. Now, regional websites and other marketing content no longer lags behind the English site due to the team's inability to scale its localization process.

ABOUT CLOUDWORDS

Cloudwords accelerates marketing globalization at scale, dramatically reducing the cost, complexity and turnaround time required for the localization of all marketing content. Cloudwords' enterprise-ready cloud-based software enables organizations to go global faster, engage multilingual audiences more efficiently, and generate increased demand and revenue in less time. Delivering strategic integration capabilities for all leading marketing automation and content management systems, Cloudwords is integral to the globalization process for Fortune 500 and Global 2000 companies worldwide, including Honeywell, Marketo, McDonald's, SAP, Iron Mountain and Verisign. Visit cloudwords.com for more information and join the global conversation on Twitter @CloudwordsInc.