

Global Content Solutions

Strategy | Technology | Processes | Operations

We're on the cusp of a revolutionary change in the way people interact with connected content and devices. Is your content ready for the world stage?

acolad.



The consumer-brand relationship has evolved.

In today's global marketplaces, personalization and omnichannel experiences are key for business competitiveness.

To keep pace, organizations are challenged to find innovative ways to engage with their customers across more channels, devices, languages and regions than ever before. But how do you personalize customer experiences at scale?

It's time to unveil the future of global content.

Our Approach

Smarter content to engage global audiences

At Acolad we believe that content is the core of every organization. We also understand the challenges of tailoring systems to scale up content creation, collaboration and publishing across global regions.

For the past +30 years we've been transforming business ecosystems across industries and geographies, turning content into a strategic differentiator. Leveraging breakthroughs in artificial intelligence, machine learning and cloud technologies we help companies worldwide to deliver hyper-personalized, connected experiences across channels.

Whether it's strategy, technology, high-quality translations, content intelligence or a bit of everything – **we make it all possible.**

Why Acolad

- Globalization expertise
- Consulting and guidance
- Feature-rich technology
- End-to-end approach

The Content Partnership

Shaping your content for a consistent, omnichannel customer experience

Content strategy & consulting

We provide expert assistance on content best practices, resource planning, process workflows, and technologies, while aligning with your budgets and objectives.

- Digital strategy
- Content analysis
- Content creation
- Content structuring
- Content governance
- Technology advisory

Content globalization

Resonate with each target audience through relevant content in their own language. We provide industry specific localized content in over 500 language combinations using linguists with business-domain expertise.

- Translation services
- Website translation
- Software localization and testing
- Rich media localization
- Corporate terminology
- Linguistic validation and quality

Digital experience

We design, build and optimize your digital channels for highly competitive markets. By personalizing customer experiences, we help you reach your audiences across devices, regions and languages.

- Websites
- Intranets
- Elearning
- AR & VR apps
- Mobile apps
- Online surveys
- Live support
- Remote assistance

Global marketing

Creative, customer-centric digital marketing strategies that adapt your messages to local cultures, preferences and customs. All to ensure your content lives up to your global brand vision.

- Content optimization
- Marketing automation
- Campaign management
- Marketing translations
- Search Engine Optimization
- Insights and analytics
- Copywriting

Intelligent content solutions

Leveraging technology breakthroughs in artificial intelligence and machine learning to shape the most complete set of end-to-end content services.

- Data management
- Content connectivity
- Process intelligence
- Machine translation
- Structured content
- 360° reporting

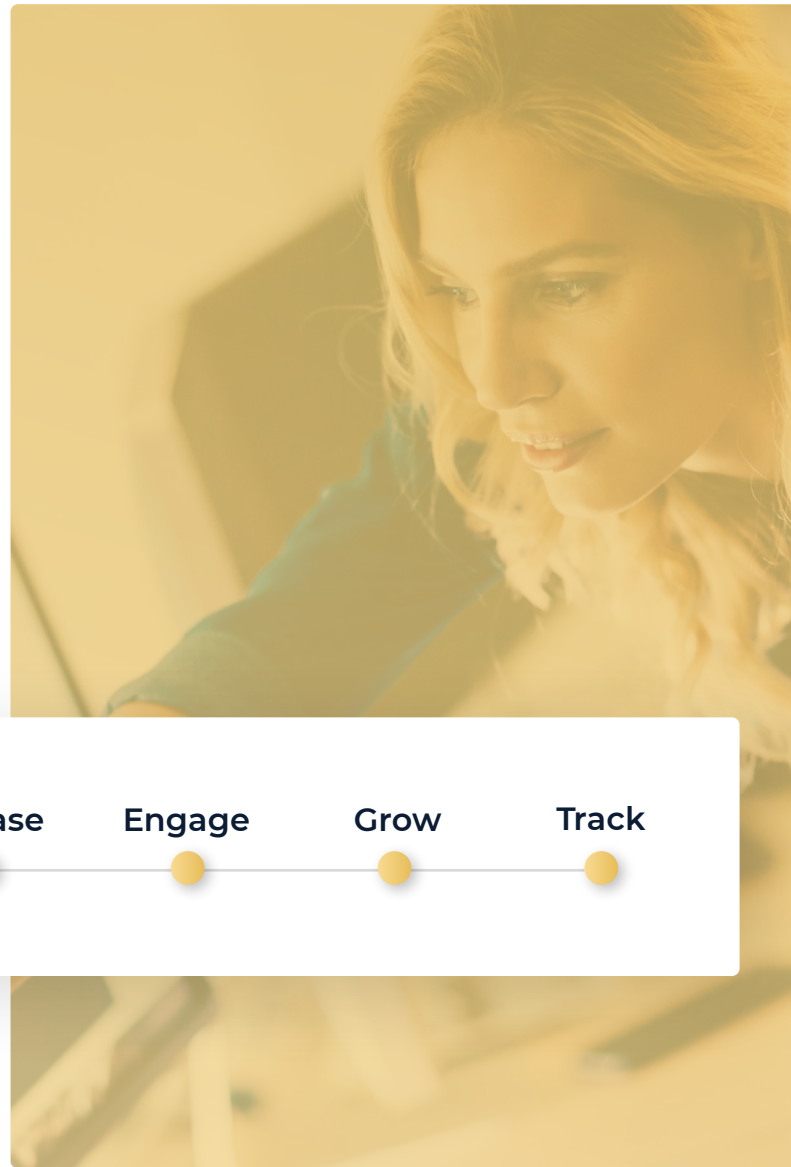
Digital workplace

Virtual workspaces that empower teams with collaborative tools to drive leadership, build engagement and increase productivity.

- Collaboration platforms
- Intranet portals
- Automated workflows
- Information governance
- Change management
- Workplace insights

All languages, audiences, industries, formats, channels, platforms. All in one place.

Technology connects people, but it's content that brings them together. When it comes to global communication, Acolad covers your content lifecycle end-to-end, helping you to personalize your interactions with prospects, customers, suppliers and partners worldwide.



Find out how we can help you to develop scalable content strategies and reach global audiences.

Connect with us today! →

acolad.

hello@acolad.com
www.acolad.com

