



Press Release

Using CMS to think local, act global

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Whilst American English is the de-facto standard of web presence language it's not unusual for strategic customers/geographical locations to demand localised content. If your multi-national customers are demanding their extranet/internet content to be localised there is a resultant cost for your organisation. Tradition bureau's such as www.translantic.com, www.lionbridge.com and www.mendez.com undertook such work. This demanded translation of the hypertext and associated non-text content, site modifications, currency conversion, and synchronisation and were generally manually controlled and managed. In this traditional solution there are little "up-front" costs, however the downstream/maintenance costs are extremely high. This solution can only be optimal if you have minimal translation needs or if your presence is mainly static.

A more dynamically driven and technologically dependent solution is the development of a Content Management System with a Globalisation Management System. Impediments to this solution are primarily the redundancy exposed in duplication of features between the CMS and the GMS. Typical suppliers of this type of technology are www.idiominc.com, www.globalsight.com, www.convey.com, and www.etranslate.com. Core advantages are much lower translation costs.

Another, more comprehensive approach is offered by appending a series of Globalisation services into a Contact Management System. This has obvious advantages in minimising the redundancy, whilst allowing a full and easily expandable solution to be provided – principally a bespoke API based solution.

Each solution has its advantages and disadvantages. The precise choice required is ultimately dependent upon the strategic importance "web presence globalisation" has within your company and on the scope of the opportunities that can be leveraged by its adoption.

About imus

imus is an independent London based management consultancy and technology organization, specializing in Intellectual Asset Management. The comprehensive management of knowledge within an organisation is our core business. With a clear grasp of the challenges faced by organisations today, imus is able to provide all the services required to help our customers manage and retain their intellectual capital by delivering and deploying a Knowledge Based Solution successfully.

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