

# Tridion Sites for global digital experiences

Manage web and mobile sites across multiple markets, deal with large volumes of disparate content, and achieve fast turnarounds.





## Go global, act local: supercharge your digital impact

Which is more important, global reach or local touch? In today's world, it's no longer a choice – you need both.

Your audience craves relevant experiences in their language, on their preferred channels and devices. Meanwhile, your brand demands consistency across all touchpoints. Caught between these competing priorities, many global brands end up with a fragmented digital presence and diluted brand impact.

Tridion® Sites offers a fresh approach to global web content management. It enables you to:

- Deliver tailored experiences across languages, channels and devices – without losing your brand's voice
- Manage complex, multi-market content with ease and precision
- Transform every digital interaction into a powerful brand touchpoint



Ready to make your global brand a local hero in every market?



### **The content challenge: global consistency, local impact**

Content management strategies vary widely across organizations, from highly centralized approaches to decentralized models where digital experiences are controlled at the local level. Regardless, maintaining brand consistency while avoiding outdated or incorrect information remains a universal challenge.

Many brands struggle with this balance due to inadequate technology that fails to support their content operating model effectively. The result is often a fragmented digital experience, with information siloed across departments, leading to inconsistent messaging and potential brand damage.



### **The goal: cohesive customer experiences**

Every interaction is an opportunity to strengthen customer relationships. Delivering content that resonates with customers' preferences while maintaining brand integrity is crucial. This requires:

- A systematic approach to managing master content and its variations across brands, local markets and channels
- The ability to assess the impact of web updates and notify relevant stakeholders
- A unified strategy to create impactful, personalized digital experiences that foster customer loyalty



### **The solution: Tridion Sites**

Tridion Sites addresses these challenges through a 'single source of truth' for your digital experiences. Designed for large enterprises managing global web properties, it offers:

- Consistent branding across markets while enabling effective local go-to-market strategies
- A centrally managed platform with built-in localization capabilities
- A solution to phase out fragmented, agency-managed websites or local content management systems
- Capabilities to deliver personalized content at scale, increasing customer lifetime value
- Improved web KPIs and faster time to market

With Tridion Sites, organizations can create compelling digital experiences on a global scale, driving internal efficiency, reducing risk and enhancing market responsiveness.



## Your 'single source of truth'

Tridion Sites transforms scattered enterprise content into a unified, powerful tool for customer engagement. It doesn't just manage your content; it activates it across the entire customer journey.

### The virtual repository: unify without upheaval

Tridion Sites creates a repository that allows you to not only store content, but also seamlessly access content from other back-end systems such as your digital asset management (DAM), product information management (PIM), customer relationship management (CRM) or other marketing technology, as if it was stored natively in Tridion Sites. This solves the common challenge of fragmented content across your organization.

Tridion Sites:

- Connects dispersed systems without disrupting your existing infrastructure
- Provides a unified view of content across departments
- Eliminates the need for costly 'rip and replace' operations

Your marketers and content editors access this content hub seamlessly, oblivious to the integrations happening behind the scenes.

It then enables you to leverage content and data to create relevant, personal communications for your audiences. As part of this process, you can easily translate content to ensure local relevance for each market and orchestrate the flow of content to your digital touchpoints.



# Delivering global digital experiences

Tridion Sites can act as your content hub for global digital experiences through two core technologies: BluePrinting® for content management and a headless architecture for content delivery.

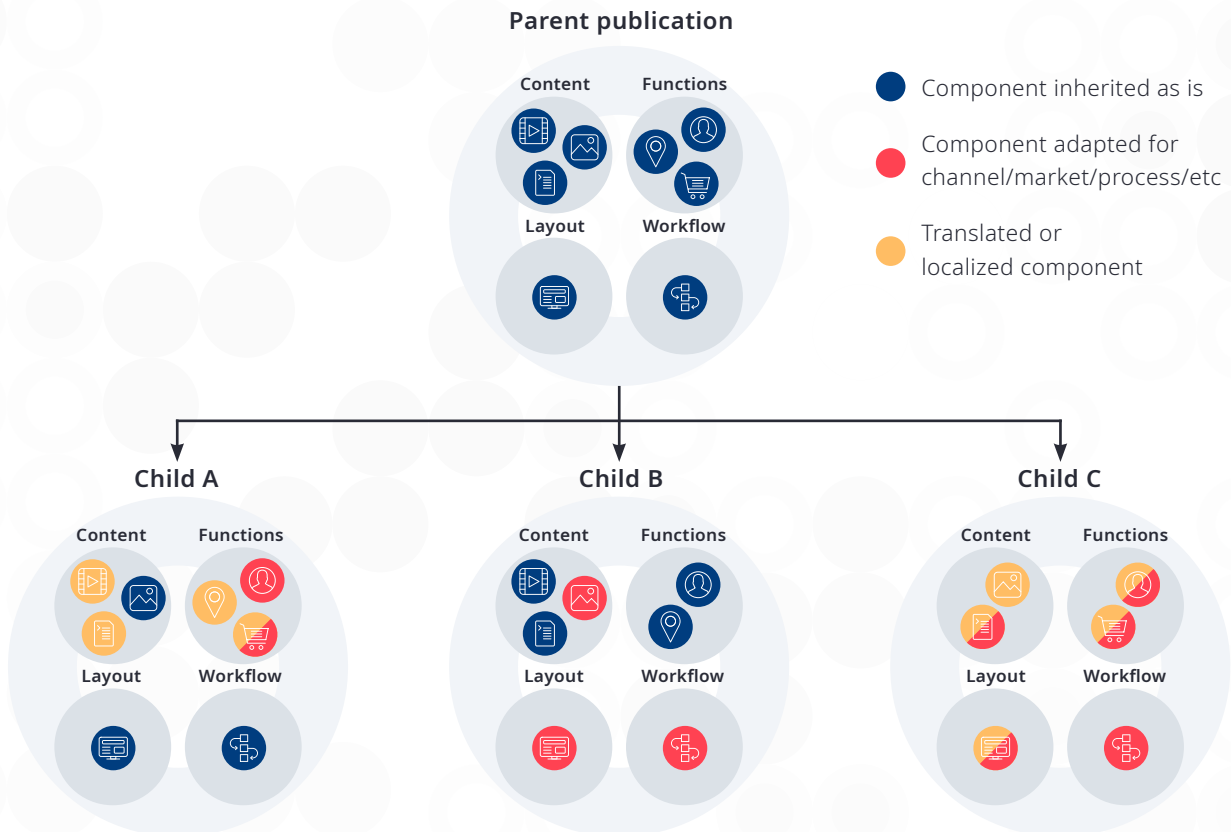
## BluePrinting: mastering global content complexity

BluePrinting is the engine that powers Tridion's content management capabilities. It maps your organization's content structure into a hierarchical model of 'publications'. This model allows you to:

- Create master content, designs and functionality
- Inherit and adapt the content for specific brands, languages, markets or channels in child publications
- Maintain links between original and derived content, ensuring updates propagate automatically

For example, your global marketing team can create core product descriptions and brand messaging. Regional teams can then inherit this content, translating and adapting it for local markets without losing the connection to the source. When the global team updates the core message, BluePrinting ensures all derived content is flagged for review and update.

This approach solves the age-old problem of content silos and information getting out of sync. Instead of duplicating content across systems, BluePrinting creates a single source of truth, dramatically reducing inconsistencies and outdated information.



### Headless content delivery: flexibility meets consistency

While BluePrinting manages your content behind the scenes, Tridion's headless content delivery takes care of getting that content to your audience.

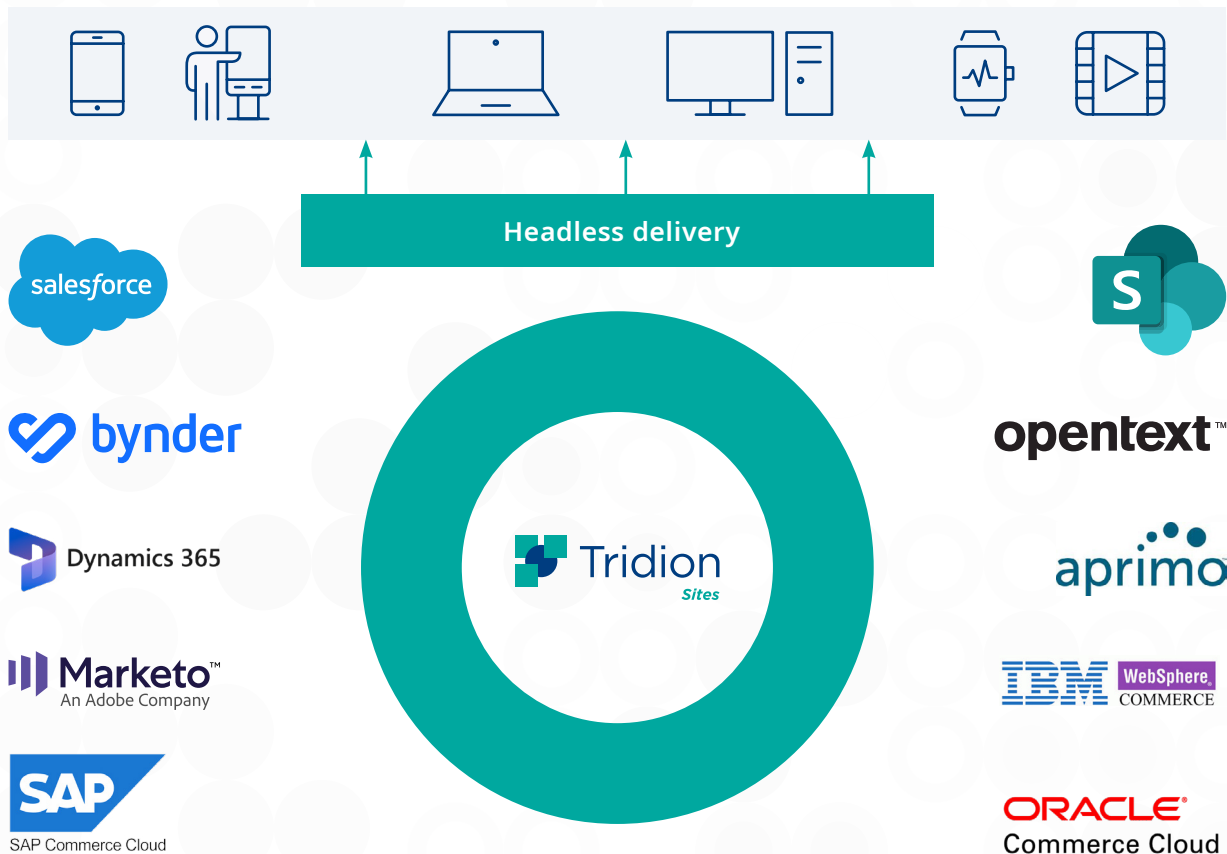
- Content is stored independently of its presentation, as structured content.
- APIs deliver the content to any channel or device.
- Front-end developers have the freedom to create tailored experiences for each platform.

In practice, this allows you to publish the same product information to your website, mobile app and in-store kiosks. All the information comes from a single source, but is optimized for each specific context. As new channels emerge, you can quickly expand into them without overhauling your entire content structure.

The headless approach also enables real-time personalization. By separating content from presentation, you can mix and match content components on the fly based on user data, creating truly tailored experiences at scale.

Together, BluePrinting and headless delivery empower you to maintain brand consistency across global markets while allowing for local adaptation. They enable you to rapidly launch new channels or enter new markets without starting from scratch each time. And they ensure that, no matter whether a customer interacts with your brand through a website, a smartwatch, or some future device, they'll receive a coherent, personalized experience.

This is how Tridion Sites turns the challenge of global content management into a competitive advantage, helping you build stronger connections with your audience across every touchpoint.



## Partners and integrations: expanding your digital ecosystem

Tridion Sites doesn't exist in isolation. It's designed to be the hub of your digital ecosystem, seamlessly connecting with a wide array of technologies and services to amplify your content's impact.

### Flexible integration

The Tridion Sites open API and versatile connectors allow you to:

- Integrate with your existing enterprise technology stack
- Connect to CRM, DAM, knowledge bases, ecommerce platforms and more
- Incorporate any system crucial to your digital ecosystem

### Scalable architecture

Our decoupled architecture and REST-based microservices offer:

- A highly secure and modular set-up
- Deployment flexibility across on-premises and cloud environments – from both RWS and your private cloud
- Scalability to meet evolving business needs

### Strategic partnerships

We collaborate with industry leaders to enhance your content capabilities through:

- **Content technology**
  - Innovative solutions for digital compliance and accessibility
  - Cutting-edge tools for support and knowledge automation
- **AI**
  - Leveraging the latest in generative AI and large language models (LLMs)
  - Enhancing content management with intelligent automation
- **Expert services**
  - Deep Tridion Sites platform knowledge
  - Tailored solutions to meet your unique needs

By combining the robust capabilities of Tridion Sites with our extensive partner network, we empower you to create a digital experience that's not just modern, but future-ready.

Visit [tridion.com/partners](https://tridion.com/partners) to learn more about our extensive network of technology and service partners.



## Ready to go global and act local?

Harness the power of Tridion Sites to:

- Unify your content strategy
- Deliver personalized experiences at scale
- Maintain brand consistency across markets

**Transform your global digital presence today.**

Learn more about Tridion Sites

[rws.com/tridion-sites](https://rws.com/tridion-sites)

Or contact us to learn how Tridion Sites  
can supercharge your digital impact

[rws.com/tridion/contact](https://rws.com/tridion/contact)

### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

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

For further information, please visit: [www.rws.com](https://www.rws.com)

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