



RWS Partner Programme

Tridion Sites



Partnering to deliver nuanced web experiences

Today's users have high expectations when it comes to digital experiences. To truly engage global audiences, organizations need help managing the complexities of increasing content volumes and delivering consistent, quality online experiences to them.

Our global partner programme offers you the expertise and experience to provide a wide range of content and language services so every one of your customer's online experiences is local, nuanced and memorable.



The RWS Partner Programme enables partners to better serve their customers and differentiate themselves through training, accreditations and marketing benefits.

We partner with the most innovative technology companies and consultants in content creation, migration and implementation, digital asset management, taxonomy and language services to bring our customers a diverse ecosystem of layered interoperability between our partners' solutions and our own.

Our partners are trusted advisors delivering best practices, creative insights and business consulting services, as well as applications and services that complement our products.



What we believe

We believe there is no one-size-fits-all localization or content solution. Instead, we work closely with our partners to understand each organization's challenges and opportunities – and select the best tools, processes and resources to help them meet their global goals.

We also believe that the best systems combine the right technologies, the right processes and the right people to deliver outcome-based solutions that help our clients and partners make better connections everywhere.


Programme benefits


Becoming a partner enables you to interact with RWS on case studies, white papers and other collateral, feature in webinars, tutorials and demos, get trained and certified in RWS products and be informed in real time of the latest product releases.


Our Product Groups Community is where you'll find the latest news, product content and resources, propose ideas and receive technical guidance for deep integrations.


Why partner with us?


Partnering with RWS unlocks a range of resources and expertise to provide customers with the best services to meet their needs.

 We work with 90 of the world's 100 largest brands

 Proven track record of successful deployments in multiple market segments

 Among the most mature and scalable solutions for large corporations

 Tridion Sites easily integrates into existing customer IT environments

 As a reselling partner you can maintain existing customer relations through direct support, implementation and solution management

What is Tridion Sites?

Tridion Sites is a web content management (WCM) solution that empowers global brands to create, translate and deliver engaging digital experiences across any connected device or channel in any language. Most major enterprises in the manufacturing, automotive, travel and retail sectors use Tridion Sites.

Tridion provides the scalability that organizations need for global deployment, with an architecture that supports:

Tridion Sites enables marketers to create, translate and deliver locally relevant, personalized digital experiences on a global scale.



Content management at scale



Embedded translation features



Easy collaboration across departments



High levels of business agility



Contextual, personalized experiences



Flexible omnichannel delivery

Key features



BluePrinting technology

Publish large volumes of content swiftly across multiple websites, languages and channels by managing relationships between content items and their dependencies. Edit content once and automatically publish updates across all dependent assets and channels to ensure your information remains consistent.



Semantic AI

Improve search for customers, employees or partners by helping them find what they need quicker.



Experience optimization

Capture user attention with relevant, personalized content that leads to engagement and conversions. Build user profiles using visitor data to tailor experiences with targeted content on specific pages or areas.



Omnichannel delivery

Deliver content to multichannel users who visit daily and be prepared for the ones who will visit tomorrow. Repurpose and reuse content across multiple digital touchpoints with ease.



Tridion Integration Framework

Tridion Sites easily integrates with DAM, CRM, ERP, marketing automation, analytics, social media, PIM and commerce platforms to create rich experiences that drive business outcomes.

Tridion components

Tridion is made up of several system components that work perfectly together and can be licensed and deployed separately across on-premises, hybrid and cloud system environments.



Tridion Sites

Provides web content management that connects people, processes and information across teams, brands and markets to deliver powerful online experiences globally.



Tridion Delivery

Activates content on any online or offline channel and device – regardless of content type or storage location – using headless publishing capabilities and API-based content provisioning.



Tridion Docs

Provides management of intelligent content by subject-matter experts (SMEs) and technical authors to address a wide range of knowledge and in-depth information situations.



Tridion Accelerators

Simplifies deployment of our technology and rapidly unlocks enterprise information stored in other business-critical systems through a range of content and data connectors.

Why sell Tridion Sites?

Tridion Sites takes a unique approach to global web content management to facilitate consistent, integrated customer journeys.



Omnichannel

Manage and distribute the content that fuels digital interactions across channels.



Connectivity

A broad and growing API ecosystem that utilizes leading partner technologies.



Proven agility

Enterprise-class reliability, scalability and cross-functionality with existing systems.



Optimization

BluePrinting and localization enable cost-effective rollouts and quicker time to market in multiple languages.



Foundational

Web content management is the building block for a larger digital experience ecosystem.



Strategic

Supports business CMOs' top three objectives: storytelling, digital innovation and corporate growth.

Why use Tridion Sites?

Tridion Sites provides the design, layout and business logic needed to deal with the complexities of global web experiences.

- An out-of-the-box digital experience accelerator application that increases implementation quality and decreases project time and costs.
- A CMS that enables the adoption of a global content operating model by combining centralized control with local market flexibility.
- A Dynamic Experience Accelerator (DXA) that helps customers build web applications and maintain a headless approach to bring content to any device.
- Experience optimization that draws on customer data for adaptive targeting and personalized content delivery.
- Integrated translation capabilities and workflows that streamline localization.

With Tridion it is possible to build a high-quality and consistent experience that is easy to manage, relevant and conforms with legal and regulatory standards. Our solution helps organizations achieve their business objectives while reducing their liabilities.

Easily manage and deliver large volumes of content to websites and other digital touchpoints to engage users on any device and in any language.

Programme types

Whether your main expertise is in consultancy, technical authoring, implementation, translation or digital transformation, the RWS Partner Programme is designed to reflect this diversity and bring continuous added value to our customers. Partners can apply their experience through three distinct partnership types, depending on their focus.

RWS Commercial Partner

If you are a digital agency, developer or consultant, then a simple and profitable way for you to help your customers is by referrals or reselling an RWS solution that fits their needs.

RWS Solutions Partner

With expertise in strategy, implementation, business process transformation and solution optimization, solutions partners manage solution design, support and deployment, while maintaining their profit margins. This partnership is ideal for developers and solution architects with a solid technical understanding of RWS solutions.

RWS Technology Partner

Partners add value to our customers and products through integrations and connectors to unique technology platforms for intelligent content workflows.

RWS University

RWS University is an eLearning system specifically designed to help our partners gain product certifications while building their skill sets and knowledge base.

RWS Certifications

Certification programmes are designed to develop and validate expertise in the use of our products.

RWS Training

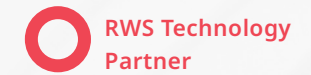
Our introductory and advanced training courses are customizable, delivered in person, and designed to cover fundamentals or specific roles.

RWS eLearning

Self-paced and introductory foundational eLearning courses that partners can complete in less than an hour.

Key benefits

The RWS Partner Programme gives you access to benefits, rewards and resources to help you create new opportunities and help differentiate your firm in the market.



Benefits

	RWS Commercial Partner	RWS Solutions Partner	RWS Technology Partner
Product demos	○	○	○
Accreditations and certifications	○	○	○
RWS.com directory listing	○	○	○
Events sponsorships	○	○	○
Product and training discounts	○	○	○
Referral compensation	○	○	○
Developer summits		○	○
Developer environment access		○	○
Customized OEM pricing			○

Join the RWS Partner Programme

Take your first step towards partnering with RWS today at [rws.com/partners](https://www.rws.com/partners)

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 unique combination of technology and cultural 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.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations 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). For further information, please visit: www.rws.com

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