



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



## Projecting a consistent brand image worldwide

### Solution elements:

Tridion® Sites

Tridion® DXD

**Sodexo is the leading global provider of food and facilities management services and is number two in the world in service vouchers and cards.**

The company provides services to a diverse array of clients including businesses, public agencies and institutions, health care facilities, defence agencies, universities and schools.

### Managing multiple websites

As a company with more than 420,000 employees in 64 countries, it is no surprise that Sodexo has hundreds of public facing websites throughout the world.

The challenge for the company in terms of its internet presence was to retain brand consistency and present a common look and feel that would be instantly recognizable. At the same time, it needed to provide content about its wide range of service offerings in many languages as well as provide the capability for the posting of local information on each country website.

Sodexo decided to implement Tridion Sites to manage all of its corporate websites. The solution was implemented on a few country websites, beginning with the UK, France, Belgium and Morocco, and is now being rolled out to other sites around the world.

**“We were able to transform our website in just three months from purchase to publication. BluePrinting meant that we could roll it out very fast indeed.”**

**Tim Mott**  
North America eBusiness Solutions Director, Sodexo

### Branding and control

The obvious benefit of Tridion Sites’ content management solution for Sodexo is the BluePrinting® technology at the core of the solution, which meets the company’s branding consistency requirements.

Sodexo’s local communications teams in each country manage the local website. Content editors are trained on Tridion Sites via webinars conducted by Sodexo’s eBusiness department in the US. New users receive style guides and best practice guidelines and are ready to use the system with just six hours training.

Studio North, the agency who designed the individual country sites for Sodexo, were also trained on Tridion Sites to fully understand what the parameters were when creating the designs for each of the country sites.

The agency had to bear in mind that the local communications teams would be populating the pages with content through Tridion Sites. Individual countries had maximum flexibility over their homepage layout, colour schemes and page structure while respecting specific design requirements such as remaining highly accessible for disabled users.

Tridion Sites’ BluePrinting technology creates a tree structure with one parent and lots of child sites therefore it became easy to share the graphics, templates and images between the many sites.



**“The success of transforming our sites is now very obvious. In fact, we view Tridion Sites not only as a content management solution but as a brand consistency control system too.”**

**Tim Mott**  
North America eBusiness Solutions Director, Sodexo

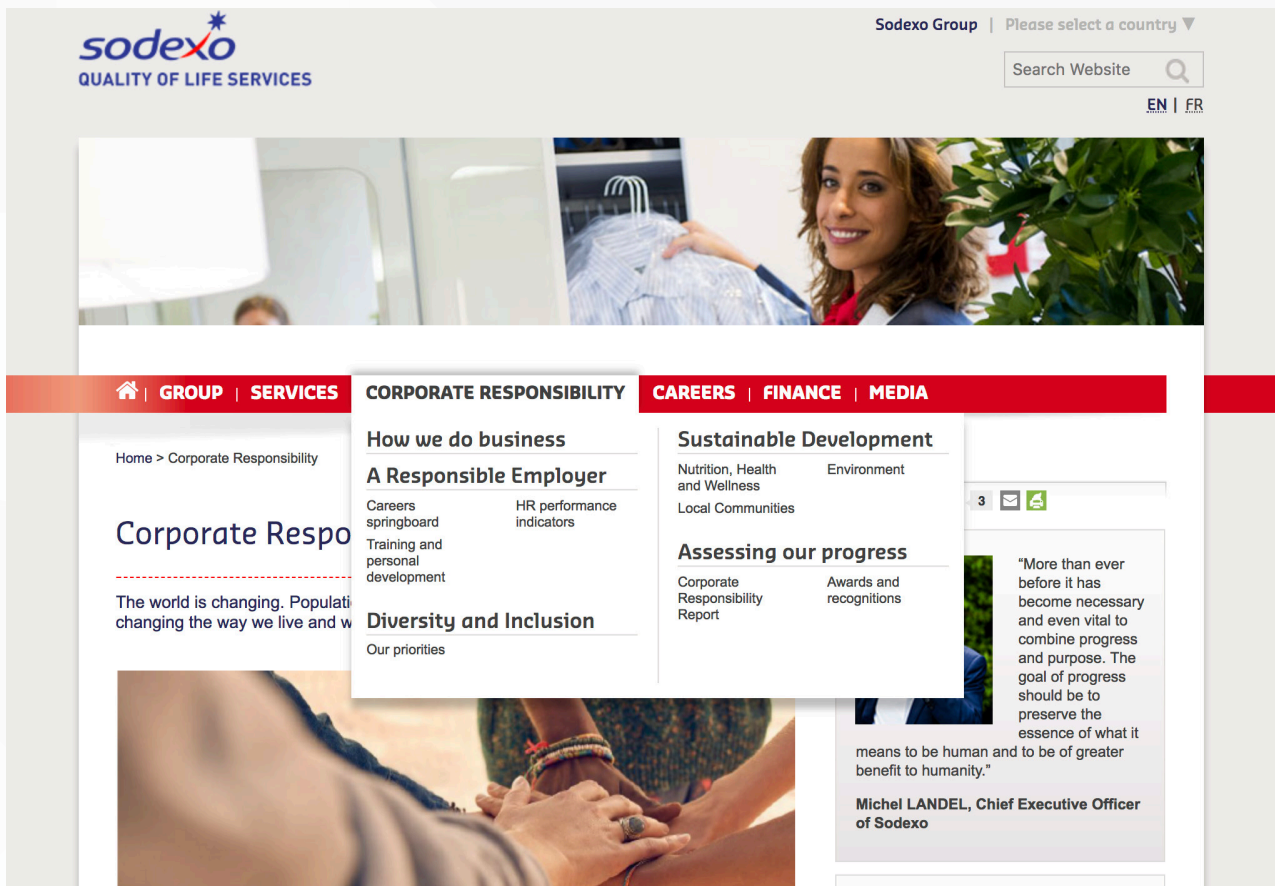
**Fast implementation**

The advantage of using the same page templates and style sheets for all the sites means that each website will look similar in terms of navigation, colours and banners.

For example, each country can select its own colour scheme to be applied to its website from the content management solution. Using a content management solution represents significant cost savings for each country in terms of budget and time. Websites are created quickly based on templates that exist in the system.

With access to the large image library and corporate identity resource, local offices need budget only to optimize their web content and to incorporate special effects they may want such as Flash animations.

Working with the web project management team based in France to remove bottlenecks and troubleshoot any issues, each country first storyboards its content for validation before accessing the content management system.



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#### About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices 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).

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