



**As part of a new e-commerce strategy, a leading hotel group needed to develop a series of websites localized for target markets around the world. Facing large volumes of material and aggressive deadlines, they turned to Translations.com to supply the language and technology services the initiative would require. In addition to providing multilingual support for the language aspects of the project, Translations.com implemented our proprietary GlobalLink technology, which integrated seamlessly with the company's existing CMS and dramatically reduced the time-to-market of the entire project.**

### The Client:

In 1919, Conrad Hilton purchased his first hotel in Cisco, Texas. Since that time, the company has grown to encompass over 3,000 hotels and resorts in cities all over the world. Today, Hilton Hotels Corporation owns, manages, or franchises a distinguished hotel portfolio that includes Hilton, Conrad Hotels and Resorts, Doubletree, Embassy Suites, Hampton Inn, and The Waldorf-Astoria Collection.

Hilton hotels outside of North America were formerly operated by Hilton International. Recently, Hilton International was absorbed into the Hilton Hotels Corporation.

### The Challenge:

Hilton International was implementing an aggressive e-commerce strategy to localize a series of websites for its largest markets: the UK, Germany, and Japan. In addition, local language websites needed to be developed for Scandinavian countries.

Hilton delivers rate and property information to its customers and stakeholders through a complex and highly customized architecture that relies on Interwoven's TeamSite CMS and Oracle databases to manage dynamic global content. As a result, any solution for the company's multilingual sites would need to integrate with these existing technologies. What's more, content authors and managers from around the world required an efficient mechanism for submitting and adapting content, as well as delivering feedback to Hilton headquarters. The overarching operational objective for Hilton was to support local properties centrally, without inflating headcount or relinquishing vital local input. In addition, they would require a cost-effective method to handle content edits and additions once the initial build of the multilingual sites was complete.

Finally, because Hilton had established aggressive deadlines for the release of the new websites, the entire project – which would involve translating 2.5 million words into eight languages – would have to be completed within a five month period.

### The Translations.com Solution:

Translations.com created a customized CMS solution for Hilton that integrated seamlessly with their existing content management platform. With custom adaptors for TeamSite and Oracle, GlobalLink was installed to monitor, select, and route content for localization without disrupting the source content workflow or requiring extensive IT support for the transfer of content to and from more than 5,000 content repositories. GlobalLink gave Hilton managers a concise picture of the localization initiative to the file level, so that any deviation from the schedule could be identified and remedied immediately. By reducing the time between approval stages (budget review, internal review, legal review, etc.), GlobalLink dramatically compressed the timeline of the entire localization initiative. Moreover, because the GlobalLink interface was designed to be extremely intuitive, Hilton managers were trained to use the application in only two days.

In order to ensure that the language aspects of Hilton's initiative went smoothly, Translations.com provided Hilton with a team of professional linguists and project managers experienced in delivering to the specifications of large global initiatives. Also, through a master services agreement, we ensured that Hilton would have the same resources available on call even after the initial build was completed. As a result, Hilton could rest assured that its multilingual initiatives would always be fully supported.