

AMPLEXOR

# Enterprise Terminology

GLOBAL CONTENT SOLUTIONS

Building an international brand:  
why consistency matters to  
achieve worldwide recognition.

# Over 90 percent of global brands agree consistency is key to customer trust

In the age of content, words matter more than ever. Product names, industry terms, marketing messages – the words you choose to communicate will shape the audience experience through all your brand touchpoints. Having a recognizable brand is key to differentiating your business from the competition, and most importantly, to building trust with your customers, teams and partners around the globe.

**It's time to grow your brand – on your own terms.**

## The path to worldwide consistency, compliance and recognition

At Amplexor, we believe terminology is a key asset to a global strategy. We also understand the challenges that come with managing the nuances of your brand captured in your key terminology and adapting it for global markets.

Whether it's brand management, terminology management, content consistency, collaborative dictionaries or global compliance – we deliver end-to-end content services at the scale needed for your business.

## Why Amplexor?

- Quality at the source
- Global terminology expertise
- Customized solutions
- End-to-end content expertise
- Best-in-breed software solutions
- Collaborative by design

## OUR APPROACH

# Future-proof enterprise terminology, accessible to all

No more disparate meanings, misinterpretations, or inaccurate branding. No matter how complex your linguistic needs are, Amplexor takes care of your entire corporate terminology lifecycle. The goal? Convert scattered and conflicting business terms into a single lexical resource, available in an agile environment to the right stakeholders at any level of your organization.

- Content Consulting & Structuring
- Linguistic Asset Analysis
- Terminology Creation & Localization
- Term Cleaning & Consolidation
- Glossary Maintenance
- Terminology Hosting & Management
- International SEO
- Training & Ongoing Support



### Scalable content strategies

With unrivaled expertise at all stages of the content lifecycle, our teams are uniquely positioned to provide ongoing assistance for any content needs. From terminology assessment to corporate governance in international contexts, we help you to build and standardize brand messaging and terminology while making them consistent and available enterprise-wide.



### Collaborative interface & workflows

Terminology should not be a “one-man” job. The involvement of multiple users is key for quality, completeness and acceptance. Our terminology frameworks are designed to integrate with intranets, Content Management Systems and translation tools. Subject-matter experts, translators, writers and terminologists can browse and query their corporate termbases or collaborate on editing and validating terms.



### Instant access to all your terminology

Light-weight, no login required. Our intelligent web-based application empowers everyone with easy access to the right terminology. From vocabulary and definitions to abbreviations, translations, pictures and other attributes – all available at your fingertips. This intuitive interface ensures an effortless terminology search experience for every user, whether looking up terms or browsing all entries by topic or language.

## Terminology Management: what's in it for you?

- ✓ Global branding consistency
- ✓ Consolidated multilingual content
- ✓ Industry and regulatory compliance
- ✓ Single source of truth
- ✓ Cross-department scalability

Marketing collateral

Product manuals

Tender documents

Contracts

Websites & apps

Customer support

Sales presentations

ISO standards

LET'S TALK!

**Looking for a  
consistent global  
brand experience?**

Connect with us today!

AMPLEXOR

[solutions@amplexor.com](mailto:solutions@amplexor.com)

[www.amplexor.com](http://www.amplexor.com)

