

AMPLEXOR

# Global Content Solutions

STRATEGY | TECHNOLOGY | PROCESSES | OPERATIONS

We're on the cusp of a revolutionary change in the way people interact with connected content and devices. Is your content ready for the world stage?

# The consumer-brand relationship has evolved.

In today's global marketplaces, personalization and omnichannel experiences are key for business competitiveness.

To keep pace, organizations are challenged to find innovative ways to engage with their customers across more channels, devices, languages and regions than ever before. But how do you personalize customer experiences at scale?

**It's time to unveil the future of global content.**

## OUR APPROACH

### Smarter content to engage global audiences

At Amplexor we believe that content is the core of every organization. We also understand the challenges of tailoring systems to scale up content creation, collaboration and publishing across global regions.

For the past +30 years we've been transforming business ecosystems across industries and geographies, turning content into a strategic differentiator. Leveraging breakthroughs in artificial intelligence, machine learning and cloud technologies we help companies worldwide to deliver hyper-personalized, connected experiences across channels.

Whether it's strategy, technology, high-quality translations, content intelligence or a bit of everything – **we make it all possible.**

### Why Amplexor

- Globalization expertise
- Consulting and guidance
- Feature-rich technology
- End-to-end approach

# Shaping your content for a consistent, omnichannel customer experience

## Content strategy & consulting

We provide expert assistance on content best practices, resource planning, process workflows, and technologies, while aligning with your budgets and objectives.

- ✔ Digital strategy
- ✔ Content analysis
- ✔ Content creation
- ✔ Content structuring
- ✔ Content governance
- ✔ Technology advisory

## Content globalization

Resonate with each target audience through relevant content in their own language. We provide industry specific localized content in over 500 language combinations using linguists with business-domain expertise.

- ✔ Translation services
- ✔ Website translation
- ✔ Software localization and testing
- ✔ Rich media localization
- ✔ Corporate terminology
- ✔ Linguistic validation and quality

## Digital experience

We design, build and optimize your digital channels for highly competitive markets. By personalizing customer experiences, we help you reach your audiences across devices, regions and languages.

- ✔ Websites
- ✔ Intranets
- ✔ Elearning
- ✔ AR & VR apps
- ✔ Mobile apps
- ✔ Online surveys
- ✔ Live support
- ✔ Remote assistance

## Global marketing

Creative, customer-centric digital marketing strategies that adapt your messages to local cultures, preferences and customs. All to ensure your content lives up to your global brand vision.

- ✔ Content optimization
- ✔ Marketing automation
- ✔ Campaign management
- ✔ Marketing translations
- ✔ Search Engine Optimization
- ✔ Insights and analytics
- ✔ Copywriting

## Intelligent content solutions

Leveraging technology breakthroughs in Artificial Intelligence and Machine Learning to shape the most complete set of end-to-end content services.

- ✔ Data management
- ✔ Content connectivity
- ✔ Process intelligence
- ✔ Machine translation
- ✔ Structured content
- ✔ 360° reporting

## Digital workplace

Virtual workspaces that empower teams with collaborative tools to drive leadership, build engagement and increase productivity.

- ✔ Collaboration platforms
- ✔ Intranet portals
- ✔ Automated workflows
- ✔ Information governance
- ✔ Change management
- ✔ Workplace insights

# All languages, audiences, industries, formats, channels, platforms. All in one place.

Technology connects people, but it's content that brings them together. When it comes to global communication, Amplexor covers your content lifecycle end-to-end, helping you to personalize your interactions with prospects, customers, suppliers and partners worldwide.



LET'S TALK!

**Find out how we can help you to develop scalable content strategies and reach global audiences.**

Connect with us today!

AMPLEXOR

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