

What is Global Content Management?



It's easy to confuse global content management (GCM) with content management systems for websites. GCM is actually a newly-coined term that is the latest buzz in the localization industry. We show you why.

As more businesses set their sights on international markets, to acquire more customers and expand their revenue streams, GCM service providers have become the partner of choice of these companies.

GCM refers to managing the entire range of content-related processes for a global audience. At its root, GCM service providers have the expertise to create, localize and distribute content. With their extensive and varied resources, GCM service providers have the capabilities to cater to the various content needs of businesses which may include printing and duplication of content.

To illustrate what this entails, let's look at a possible scenario: A major furniture brand is coming up with a new catalogue for its products meant for several Asian and European countries. Wanting to maximize convenience and reduce the number of vendors they work with, they decide to work with a GCM service provider.

Here's what the GCM service provider undertakes for the client:

1. Content creation and translation

The copywriters come up with creative content for the catalogue, which is then translated into Mandarin, Italian and German by professional native, in-country translators.

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2. Design and desktop publishing

Next, based on the corporate identity guide of the furniture brand, a design befitting the image of the brand is perfected to the client's satisfaction.

3. Localization

Once the design is finalized, certain aspects of the design like colours or graphics are tweaked to suit the local conventions of the different target markets. This is done after consultation with the native people of the target audience.

4. Printing and international distribution

The GCM service provider then arranges for the printing of the catalogues and works with an international courier partner to distribute to the different destinations specified by the major furniture brand.

GCM caters to a wide range of distribution formats, from the conventional print output to the increasingly popular web and multimedia format which includes e-learning courses.

GCM is a full-fledged service that represents infinite possibilities for your global content requirements.

A Case Study

Yara International ASA, the world's leading supplier of crop nutrients is an example of a company that has jumped on the bandwagon and emerged fully convinced of its value to international businesses. Headquartered in Oslo, Norway, Yara has a global presence in more than 50 countries.

Faced with the need to ensure that its ethics and compliance guide would strike a chord with its employees across the globe and be consistent in the tone across their global offices, Yara engaged a GCM service provider to localize their English guide into nine languages. The GCM service provider then handled the desktop publishing (DTP), print and distribution specifications to over 45 locations including Brazil, France, and the US. This resulted in great savings for Yara in terms of time and coordination efforts.

Now that you've acquired GCM as part of your lingo, you know who to call when you need end-to-end multilingual content services!

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Verztec Consulting Pte Ltd (Verztec) is an international ISO 9001:2015 Certified Provider of Global Content Management and Localization services in over 100 foreign languages.

With a global team of native, in-country linguists with subject matter expertise in over 26 industries, Verztec offers premium quality language services at competitive prices.

Over the years, Verztec has earned a reputation for having stringent quality assurance processes in place to ensure top quality deliverables. Our emphasis on quality and providing excellent customer service have also resulted in the increase of our loyal customers.

Verztec is the partner of choice for leading international corporations around the world, enabling effective and engaging communications across all channels.