Progress Sitefinity

Streamlight's Progress® Sitefinity® - Powered Website Successfully Translates 10 Languages to the Benefit of its International Customers and Global Marketing Efforts

CASE STUDY

STREAMLIGHT

INDUSTRY
Manufacturing

PRODUCT
Progress® Sitefinity®

SUMMARY
For 50 years, Streamlight has been a manufacturer of flashlights and assorted products. The company wanted to upgrade its current Progress® Sitefinity® implementation and utilize an efficient language translation connector for its international customers. After working with Sitefinity Partner Visus, Streamlight alleviates various language barrier problems by implementing Lionbridge to easily translate pages through automation using human or machine translation for customers overseas. Additionally, a backend Sitefinity database helped store translated pages to help grow the company's SEO rankings in the translated languages.

"We wanted to provide quality human translation for our most important content and let Google Translate handle everything else, but the Google Translate widget was being phased out. Early on, Visus worked out a way to use machine-translated content from Lionbridge, in addition to the planned human translations, but it meant having to re-engineer every aspect of the site to manage the translated content."

Ken Leedom
Director, Information Technology, Streamlight

Challenge

For 50 years, Streamlight has been manufacturing flashlights and accessories for law enforcement, military and automotive plants.

Recently, the company was looking to upgrade its CMS, described by Ken Leedom, Director, Information Technology at Streamlight, as "pseudo-customized through a marketing agency." Streamlight's original CMS implementation had numerous roadblocks, including hard-coded widgets that made it challenging to update specific website areas. Leedom estimated that 95% of website maintenance required IT involvement.

However, its biggest roadblock came from needing an improved language-translation tool. Streamlight has many international distributors and customers. As such, the company wants to provide content and product collateral (manuals, descriptions, etc.) in another customer's respective language.

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Streamlight was familiar with Progress® Sitefinity®, and taking note of the capabilities to add on features such as a language translator, the company chose the Sitefinity Lionbridge Connector.

Solution

Streamlight began working with Progress Sitefinity partner Visus to upgrade the website. The first item on the project's to-do list was finding a language translator that can be easily implemented with Sitefinity. Lionbridge was found to be the ideal translator tool because of its built-in connector in Sitefinity and the ability to do human and machine translations.

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"As Streamlight wanted to expand into global markets, they wanted to be able to speak the language of local distributors and those reviewing their products. When you have Google Translate, it's only translating on a surface level," said Michael Daoud, CEO, Visus. "By translating content through Lionbridge's Sitefinity connector, those pages and content are saved in the database."

Through the Sitefinity Lionbridge Connector, language and translation services are tightly integrated with content creation, editing and provides a cohesive, user-friendly experience. Website visitors and potential customers can translate pages and content with the click of a button to send it to the Lionbridge Connector. In doing so, the translated pages are sent directly back into the Sitefinity database for approval by content managers.

Two additional Sitefinity implementations include a new site search integration and the ability to generate PDFs. The updated site search features the ability to search in different languages to provide better experiences for its international customers. As for the PDF generator, it can quickly produce digital product sheets in additional languages on-demand.

"As Streamlight wanted to expand into global markets, they wanted to be able to speak the language of local distributors and those reviewing their products. When you have Google Translate, it's only translating on a surface level. But, by translating content through Lionbridge's Sitefinity connector, those pages and content are saved in the database, which greatly improves SEO in each translated language."

Michael Daoud
CEO, Visus – Sitefinity Certified Partner

Results

The Streamlight website is capable of translating nine additional languages. Arguably, the biggest compliment Streamlight received about its translated pages comes directly from their end users. Many of them are praising Streamlight's website with Leedom mentioning there has been an "absence of complaints."

Integrating language services with content management offers multiple long-term benefits beyond convenience and ease of use. For example, the website is now being crawled and indexed in all supported languages, resulting in a notable uptick in SEO rankings in the language of the respective visitor or customer.

With increased usability and no IT overhead, Streamlight's marketing team and system administrators update the content easily and quickly. Regarding easier functionality, customers across the world are taking note of the site search functions. They can easily find what they need since the backend database has stored translated product information, descriptions and specifications. Whether they are working in a warehouse or police station, Streamlight is now equipped with a website perfectly designed to provide its global customer base with the best possible digital experience.

About Streamlight

Streamlight is an ISO 9001:2015 certified company that designs, manufactures, and markets a variety of portable lighting products. This includes a broad range of compact, rechargeable and standard battery, precision-engineered flashlights and lanterns for professional firefighting, law enforcement, military, industrial, outdoor and automotive applications. Streamlight offers the highest level of flashlight technology and quality for the application, at the best value.

For more information, visit www.streamlight.com

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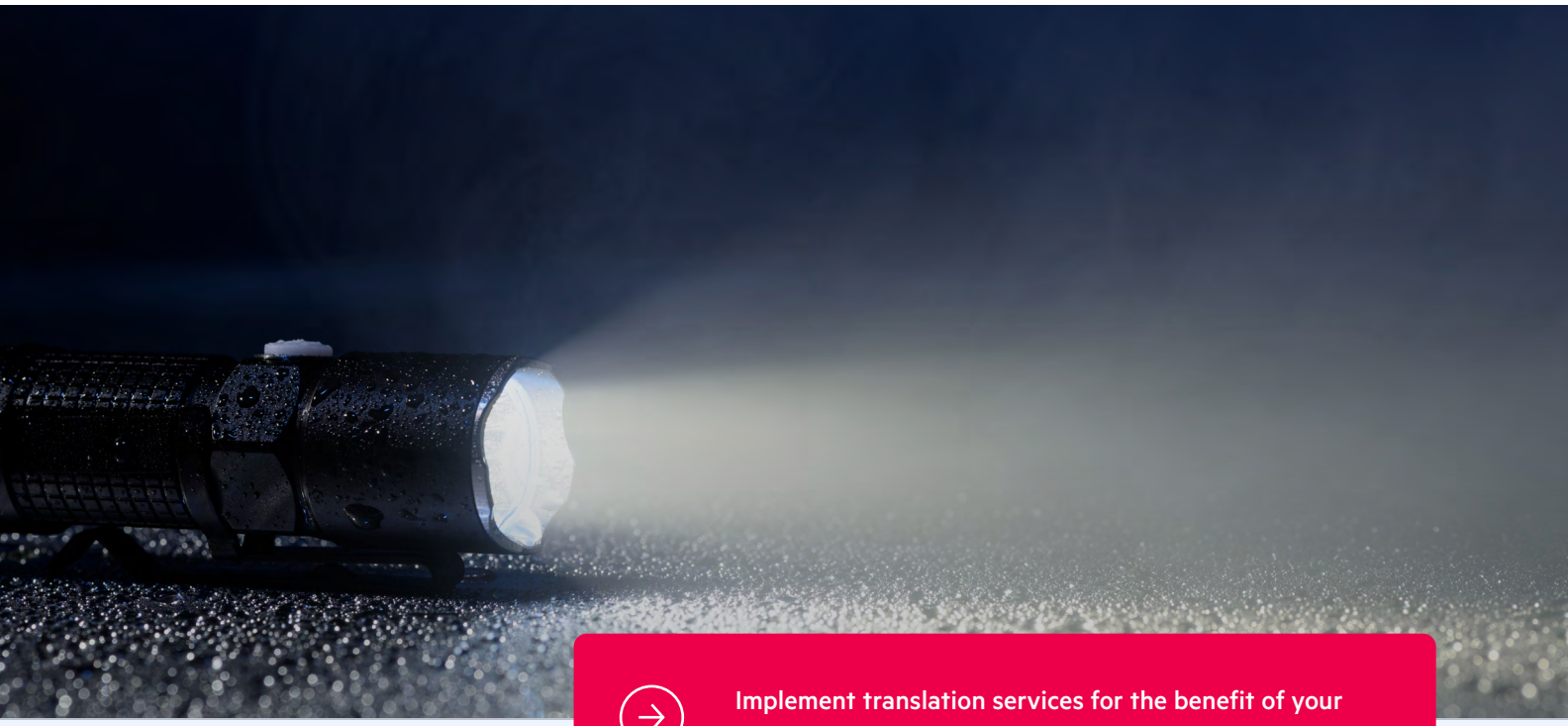
About Visus

Visus LLC, a digital experience and transformation company, is a Progress Sitefinity Partner and Service Delivery Partner, excels at developing digital solutions, using web and mobile technology, focused on the User Experience and a solid technical foundation. Corporations and public sector organizations rely on Visus for well-thought-out and designed solutions that work right the first time. By collaborating closely with clients, Visus fills the gap that often exists between a company's vision and the technical implementation, creating an architected solution focused on the user experience that also solves the business problem and delivers an ongoing ROI. Company to company, project to project, Visus helps organizations reshape their businesses to succeed in a digital-first world.

For more information, visit www.visusllc.com



Implement translation services for the benefit of your global customers with Progress® Sitefinity®

About Progress

Dedicated to propelling business forward in a technology-driven world, Progress (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at www.progress.com

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Rev 2023/04 | RITM0190024

Worldwide Headquarters

Progress Software Corporation
15 Wayside Rd, Suite 400, Burlington, MA01803, USA
Tel: +1-800-477-6473

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