

The RWS Moravia Go Global Model: Create



What it is

The RWS Moravia Go Global Model is designed to help brands handle the scale, complexity and speed of today's global content and product operations.

It is a modular process comprised of five phases:

Plan • **Create** • Localize • Engage • Optimize

Flexibility is key—you can start with any phase, work with your existing setup and use the combination of services that works best for you. As your localization efforts evolve, you can add and adapt services to make sure all your needs are covered.

The Create phase helps you to build content that performs at scale. It covers the full content lifecycle, from strategy through to production and management—for all kinds of content including multimedia, traditional print, support content and product descriptions—in any source language.

What this means for you

You are at the Create phase if:

You know you need content for all your markets but are not sure how to go about producing it. You need a strategy to identify and create it all.

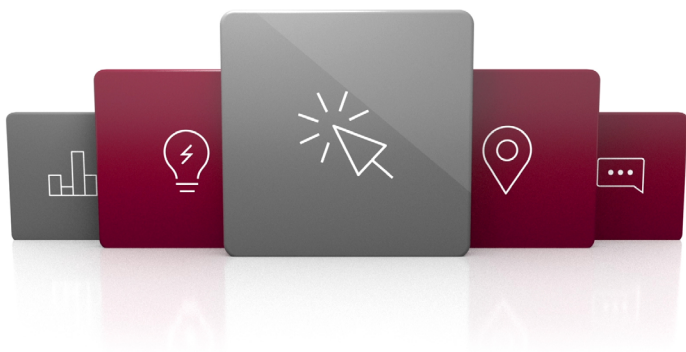
Maybe you still need to build a content creation engine, and need help developing, publishing and managing everything—including possible technology implementations.

Or maybe you already have a system in place, but it's not optimized for speed, quality or volume.

How it works

Here are some of the ways we can help at the Create phase:

- > **Content strategy**—we help you define how your content should be planned, created, delivered, managed and maintained.
- > **Content creation**—we can create new content for your global markets at scale—in text, audio, visual and multimedia formats—as well as build and manage teams that can handle the workload. And we can help you make your new content easier (and cheaper) to localize across different markets.
- > **Content management**—we will show you how to harness the tools, platforms and processes that support and drive workflows across the entire content lifecycle.
- > **Content maintenance**—our teams handle ongoing content optimization and any scheduled updates long-term.



See it in action

A **leading toy manufacturer** had a year's worth of products to launch, and 13 languages to launch them in.

We worked with them to create a stream of localized, multilingual campaign assets for web and email.

With our help, the toy manufacturer:

- > Generated 90,000 words across four languages in just six weeks.
- > Expanded from four markets to 12 in just six months.
- > Saved 15% per market release over their previous process.

Why RWS Moravia?

We help brands around the world create compelling and effective content in more than 250 languages.

We work with content-driven businesses across the board, including those in:

- > **Information technology**
- > **Media and entertainment**
- > **Travel and hospitality**
- > **Retail**
- > **Finance**

And we work with all the “Fab Five Tech Stocks” companies.

We know that global commerce is not just great for business—it has the power to connect people and enhance our lives.

That is why we help ambitious companies do amazing things globally.

See how the Create phase fits into the **Go Global Model**.

Ready to conquer your next market?

Get in touch with us

