

The RWS Moravia Go Global Model: Plan



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 Plan phase will help you develop your strategy to grow sales and connect with customers in new markets.

What this means for you

You are at the Plan phase if:

You are laying the foundations for success in new (and current) markets. That takes a lot of strategy, research and planning—not to mention the effort required to put the processes and teams in place.

You need to gather market intelligence about your target geographies, pick your most promising markets and craft an effective localization strategy. Then you need to know what it will take to make it happen.

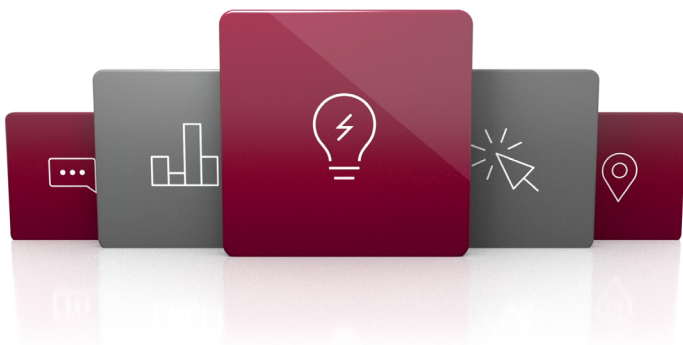
You are pretty sure your localization program could be more efficient and effective, but don't have the expertise to put tools and processes in place.

You need to build a dedicated team to handle an important (but non-core) function, yet you want to avoid the hassle of recruiting, hiring and managing the resources—especially where complicated employment law is concerned.

How it works

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

- > **Global product and content strategy consulting**—we work with you to design your localization strategy and workflows from the ground up.
- > **Competitor analysis**—know which companies are already on the ground and analyze their offerings as well as their content to see how yours compare.
- > **Market research and analysis**—we use local experts to conduct comprehensive market research with potential customers. Our analysis reports give you those must-have market insights like brand awareness levels, product-use insights, potential logistical challenges and anything else you might need to understand before you can make your launch a success.
- > **Technology consulting and implementation, including Machine Translation (MT)**—we help you find and implement the right technology and optimize localization workflows for your content needs.
- > **Content audit and analysis**—we can audit and review all your existing content so you know where you are and what you have to work with.
- > **Supply chain and recruitment services**—we plan and manage the recruitment, screening, onboarding and training of the right talent and suppliers for your localization needs.
- > **Crowdsourcing services**—take advantage of crowdsourcing opportunities for things like translation teams, validating search queries, entering data or tagging photos.
- > **Outsourcing services**—we work with you to establish non-core business units such as helpdesks, writing teams, localization departments or testing units. Then we can staff, manage and optimize your teams for you.



See it in action

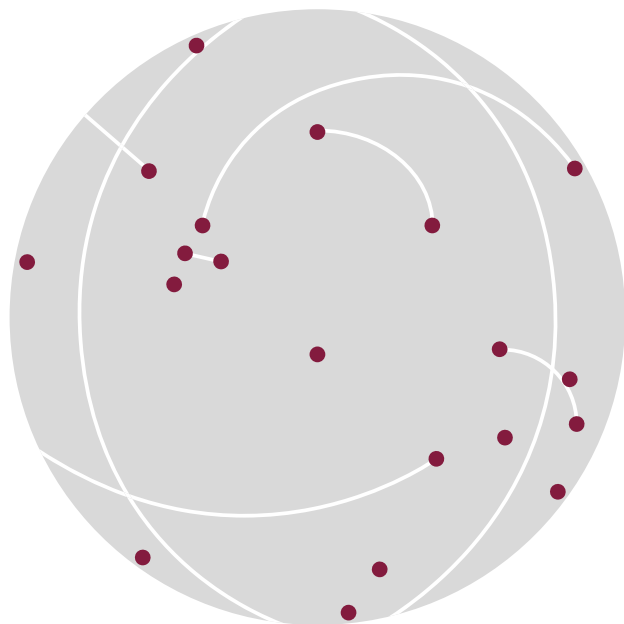
We worked with a [global electronics giant](#) to find out more about their new potential markets before an expensive (and potentially risky) international expansion.

They had a lot of questions, but one big one in particular: Did international audiences want content in their native languages, or did they prefer it in English?

We conducted some research with people from the target demographic by running a detailed survey to learn exactly what they wanted.

With the insights generated, the electronics company was able to:

- > Discover that their international audiences were just as eager to buy in English as in their native languages—enabling the company to reinvest that budget elsewhere
- > Optimize the English store, maximizing ROI
- > Learn about the most popular music genres in each market



Why RWS Moravia?

We work with brands around the world to build programs that launch their products and content globally for maximum impact.

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 Plan phase fits into the [Go Global Model](#).

Ready to conquer your next market?

Get in touch with us