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PTC

SEAMLESS INTEGRATION BETWEEN CLOUDWORDS AND ORACLE ELOQUA

Overview

PTC is a Massachusetts based global software company that delivers a technology platform and solutions including computer-aided design (CAD), product lifecycle management (PLM), smart manufacturing / industrie 4.0, service lifecycle management (SLM), internet of things (IoT), and augmented reality (AR).

Given PTC's global growth objectives, they needed a way to improve and accelerate localization and deployment of global campaigns to capitalize on emerging markets. They also needed a solution that would seamlessly integrate with their existing LSP provider, Lionbridge, and their marketing automation solution – Oracle Eloqua.

Business Challenge

PTC's approach to localization was manual, time consuming and did not scale. Among PTC's challenges:

- 12 week start to finish turnaround for localized email campaigns
- Cutting and pasting email copy from LSP (in Word format) into Oracle-Eloqua
- SLA of marketing automation team was 4 weeks
- Inability to track and monitor projects consistently across program team, LSP and regional marketers
- Email based engagement hindered communication and collaboration across internal teams and LSPEntire process was slow and expensive

Business Results

- Seamless integration between Cloudwords and Oracle Eloqua
- Cloudwords'' OneReview (In-Context Review) has sped up review process, reduced errors, and increased quality of translated content
- Increased and improved collaboration across teams and regions
- Brand messaging and product terminology are accurate and consistent across regions
- Automation of localization of email campaigns using Cloudwords for Oracle Eloqua has saved the team on average 10 weeks from start to finish
- Marketing Automation team reduced SLA from four weeks to 5 days
- The PTC team can deliver a monthly average of 20 email in 7 languages for a total output of 420 multi-language email per quarter
- Flexibility to sustain and better leverage LSP partnership with Lionbridge

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"Before Cloudwords, if we wanted to launch an outbound campaign tied to an industry trend, it would be an entire quarter before we could make that same splash in an international region."

Jean Lee

**Marketing Automation Manager
PTC**

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