



Italian Manufacturer GEWISS Sees Time-to-Market Reduced by 25% with TransPerfect's GlobalLink Technology

As a global organization focused on innovation and future growth opportunities, GEWISS sought a partner who could support their multiple brands and divisions across dozens of countries, ensuring brand guidelines and linguistic accuracy in all markets, as well as deploy a solution that would integrate with their Adobe Experience Manager (AEM) platform.

Before appointing TransPerfect, GEWISS had a lengthy review process that relied on email comments and paper sticky notes to provide feedback. This system resulted in missed edits, version control challenges, and delayed timelines. By deploying GlobalLink and integrating directly with AEM, GEWISS has been able to streamline internal processes, centralize in-country review, reduce resource requirements, and introduce a new proactive approach to localization management within the organization. After implementing GlobalLink, GEWISS realized a 25% reduction in time-to-market for new releases.

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“Thanks to TransPerfect, we have not only sped up our time-to-market but also improved internal processes company-wide. We always look for partners who share our core value of innovation, and TransPerfect’s embodiment of that has helped to considerably strengthen GEWISS’s international prospects.”

Stefano Bianchi
Corporate Marketing Director
GEWISS