

TranslateMedia Joins Demandware LINK to Accelerate Commerce Innovation

Monday 8 September, 2014

London, United Kingdom – July, 2014 – TranslateMedia today announced that it has become a Demandware® LINK Technology Partner, joining a best-of-breed community committed to accelerating the adoption of innovative commerce technologies that are complementary to the Demandware Commerce platform. Through the LINK Technology Partner Program, TranslateMedia developed The Language Cartridge, a pre-built integration between TranslateMedia’s business manager STREAM and Demandware Commerce, making it possible for Demandware clients to translate and localise their website using an integrated link, allowing for access to premium quality translations.

The Language Cartridge can be integrated in minutes and offers a fast, secure system that manages multiple sites across different markets and languages. It also provides quick access to a quotation tool and project management system with translation memory capabilities, delivering competitively priced, top quality translations. As a result, Demandware’s clients can initiate translations at the click of a button to incorporate localisation into their existing workflow processes.

“Today’s online retailers are expanding into global markets,” stated Tom Griffin, SVP, Corporate Development at Demandware “TranslateMedia’s proven track record for localising ecommerce sites, along with the development of The Language Cartridge, will provide Demandware customers with the opportunity to seamlessly translate their sites for various markets and maintain those sites as new products are launched.”

The Demandware LINK Technology Partner Program provides Demandware clients with a rich set of pre-built integrations to cutting-edge commerce technologies and applications that can unlock revenue generating opportunities and enhance the brand experience. By reducing the cost and complexity of integrations, Demandware LINK allows retailers to adopt innovative third party technologies quickly and cost-effectively, allowing them to accelerate time to market and realise a faster return on their investment.

“Retailers choose Demandware because of its powerful cloud-based solution, which not only offers a flexible platform, but also doesn’t require significant infrastructure investment,” comments Matt Train, Operations Director at TranslateMedia. “The Language Cartridge is fully certified and we’re delighted to offer all the benefits of our advanced translation services to retailers through the Demandware LINK Technology Partner community.”

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TranslateMedia

T. +44 (0)20 8834 4840

E. web@translatemedia.com

W. <http://www.translatemedia.com>

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