LIONBRIDGE

EFFICIENT AND EFFECTIVE STAFFING SOLUTION
IMPROVES LOCALIZATION PROGRAM

Lionbridge Staffing Solutions for Localization

200 FULLY FEATURED SERVICES	8 LOCALIZATION MANAGERS	MILLIONS OF CUSTOMERS

A large global organization like Amazon Web Services (AWS) requires content in many languages to meet the needs of their multilingual user base.

To manage this content, a centralized localization team that handles the day-to-day tasks is an essential component. When AWS realized they needed to scale their localization team to handle daily project management tasks, they chose Lionbridge as their partner of choice.

AWS'S GOAL WAS TO:

Quickly scope and staff a localization team

Develop localization processes to manage the day-to-day project tasks

Localize content faster and more efficiently to meet needs

About the Customer

For over 15 years, AWS has been the world's most comprehensive and broadly adopted cloud offering. AWS has been continually expanding its services to support virtually any cloud workload, and it now has more than 200 fully featured services.

Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs.

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The Challenge

The AWS localization team was bogged down with day-to-day activities that did not give the team ample time to innovate and focus on large, complex tasks. This led to:

- Too much time spent on project management
- Overworked team
- Delays in innovation and content development

AWS needed a localization partner with true knowledge of how to staff and support a team of project managers to grow their team while not slowing down.

The Solution

The Lionbridge Localization Staffing Solution enables AWS + Lionbridge to:

- Quickly scope current needs
- Staff a team of eight localization managers based in Seattle
- Handle all HR functions, training, and supervision
- Operationalize localization workflows that are built to scale
- Monitor progress with KPIs

The Results

The Localization team Lionbridge installed at AWS has been supporting the AWS Localization team for two years. The team has grown to include two additional localization engineers to assist in the management of technical content.

The team is seen as by AWS as a trusted and essential component of their internal team, allowing internal team members more time to handle complex tasks and continue to innovate. AWS is rapidly growing and with the Lionbridge Localization Staffing solution, they can meet their global multilingual content needs.

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