



ALPHA



Multilingual 3.0

Predictions for the language industry in 2025

Part 5: Four predictions for enterprise localization by Paul Mangell

White Paper

How will global enterprises meet the challenges of localizing at a greater scale and speed than ever before? What new technologies and ways of working will support them in creating “native brand experiences” in global markets?

These are questions many of the world’s biggest brands are asking themselves (and us) right now. So we’d like to share some thoughts on this fascinating topic.

Having worked extensively on localization strategies with some of the world’s biggest global enterprises, Alpha’s CMO Paul Mangell makes some informed predictions on the new localization models that will increasingly emerge over the next three to five years and how they’ll support digital transformation and globalisation.

Following on from his [predictions for the future of creative content and copywriting](#), it’s an insightful read for anyone with an interest in how global enterprises are increasingly prioritising localization in their brand and product strategies – and why we still need to evolve our approaches.

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- **Prediction #1:** Enterprise localization will be increasingly “built-in” at the start of the product lifecycle.
- **Prediction #2:** AI and NMT, backed up by strategy and data, will continue to develop and speed up enterprise localization.
- **Prediction #3:** Original marketing and brand content will increasingly be created in multiple languages, rather than adapted from a single source.
- **Prediction #4:** The limitations of “all-inclusive” enterprise localization platforms will be exposed and connecting the right tools for the right job will increasingly be seen as best practice.

Prediction #1: Enterprise localization will be increasingly “built-in” at the start of the product lifecycle.

The days of localization as a “bolt-on” that happens after a product has been developed or marketing strategy has been created are likely to be numbered. That’s because the challenge of working on a truly global scale means localization needs to be integrated right from the start of the product lifecycle.

Some global companies – particularly in the IT and software sectors – are already doing this. But many multinationals are not there yet.

Localization models and technologies have evolved as a result of requirements to localize into a greater number of languages at a higher speed across a more diversified range of channels than ever before. The big tech companies, for example, are often localizing into 100+ languages. For them, the old “bolt-on” process simply isn’t feasible any more if they want to achieve speed to market and engage local audiences.

But, for many large enterprises, localization is still a process that comes after a series of initial stages, such as product development or content creation, for example.

This will change. More and more enterprises will begin to integrate the localization process at the beginning of the product lifecycle, in the developmental phase.

Those that work to build localization into the product development process will soon realise the benefits of it, such as greater product fit for specific markets, enhanced brand awareness and loyalty, brand differentiation in saturated markets, greater agility to respond to emerging trends or topical events, and faster speed to market.

By integrating the principles of good localization into the processes of R&D, product design, market research and marketing strategy, enterprises are better placed to respond to the growing demand for products and content built on highly specific personal preferences. As such, localization will play an increasingly important role in the next phase of digital transformation.

Prediction #2: AI and NMT, backed up by strategy and data, will continue to develop and speed up enterprise localization;

As discussed throughout *Multilingual 3.0*, artificial Intelligence (AI) is by far the most disruptive technology in the language industry (as in almost every other sector).

For enterprise localization, it will have a profound impact in two specific areas.

1. AI will increasingly be applied to data collection, management and then used to influence localization decisions in the marketplace.
2. AI and neural machine translation (NMT) will be solidly built into enterprise localization processes where the content is appropriate for NMT.

The best digital experiences in the future will be created from interpreting the data which AI platforms gather, correlate and analyze.

That's because AI will help us to evaluate more accurately key performance indicators such as the quality of user experiences, the success of digital platforms or the effectiveness of marketing campaigns in different markets.

And the insights it generates will be highly actionable. For example, based on detailed analysis of audience demographics and patterns of user behaviour, it will be able to predict which email subject lines prompt more opens or which types of user interface generate more sales in specific markets.

Building on the power of these insights, companies will be able to better understand their customers to create products, campaigns and content that offer successful user experiences.

Prediction #3: Original marketing and brand content will increasingly be created in multiple languages, rather than adapted from a single source.

For marketing and brand content, the hub-and-spoke model for creation and dissemination will become increasingly redundant. For global enterprises working across a huge variety of cultures and languages, it no longer makes sense to create marketing campaigns and content at the centre in a single language (usually English), and then send out in translated form to other local markets.

Rather than creating marketing and brand content in a source language, and then translating or transcreating that content into target languages, companies will create multilingual content strategies. These may adapt campaigns for different locales or they may instead create entirely new approaches.

Of course, this disrupts the traditional workflow which often involves an enterprise commissioning a digital marketing agency to create a global campaign which is then rolled out by marketing agencies and localization providers in different regions.

Instead, we'll increasingly see the leading enterprise localization providers move into the marketing and content creation space, offering multilingual content creation as a natural part of the overall service provision.

Prediction #4: The limitations of “all-inclusive” enterprise localization platforms will be exposed and connecting the right tools for the right job will increasingly be seen as best practice.

When it comes to managing communication on a global scale, effective translations within your digital content is the first step to building a successful digital experience.

Localization services and technology solutions can help simplify the management of multilingual content. However, the current crop of enterprise localization platforms often introduce restrictions on content types, processes for best practice and use of other appropriate technology, and do not scale.

Some enterprises turn to global content management systems (CMSs) which include the ability to publish translated material. But many of these lack the connectivity with the translation management systems used by localization providers to provide a robust yet scalable system to deliver quality-assured localized content at speed across multiple markets and channels.

It's possible that an all-encompassing multilingual content creation and management system will emerge, but given the rapid emergence of new channels and formats (in social media, for example), it's unlikely that a “one-size-fits-all” approach will work.

Instead, the focus is likely to be on creating specific types of content platforms to meet specific needs which offer greater connectivity between them – and managing this process effectively.

So for example, one focus is likely to be on improving the connectivity between translation management systems and content management systems so that quality standards and brand tone of voice can be consistently implemented over content in multiple languages across multiple regions.

In this way, multilingual content strategies – including creation, translation and/or adaptation – will be implemented at greater speed and scale without compromising quality.

Biography

Paul Mangell, CMO



Paul is currently Alpha CRC's CMO and enjoys working with a wide range of colleagues and collaborators globally. Having lived in several countries, and travelled to quite a few more, he really has seen language at work in the everyday. Culture and language, he says, "define much of our human experience, and working in languages and cultures daily is of more or less never-ending interest".

The future is *Multilingual 3.0*

Multilingual 3.0 is a series of articles in which Alpha's team of in-house experts explore how digital transformation and globalisation continue to shape the language industry.

- Part 1 on the future of machine translation is available [here](#).
- Part 2 on the future of human translation is available [here](#).
- Part 3 on the future of eCommerce localization is available [here](#).
- Part 4 on the future of creative content and copywriting is available [here](#).

Look out for more predictions in the coming weeks and the forthcoming eBook *Multilingual 3.0* in which we'll bring together full versions of all our experts' forecasts for the future.

As ever, if you have any thoughts on the above or predictions of your own, please drop us a line at alphamarketing@alphacrc.com.

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