



Press release

Technology partnership ensures greater efficiency in marketing localization

BrandMaker and Across Systems Cooperate

Karlsruhe/Karlsbad, August 23, 2011 +++ BrandMaker, the largest European provider of Marketing Resource Management (MRM) systems and Across Systems, Europe's leading provider of language technology, have entered into a technology partnership. Efficient management of marketing and language resources is necessary in order to ensure slim processes, quick time-to-market, and consistent content. With BrandMaker and Across, the market leaders from both sectors have joined forces in order to make still more sophisticated localization methods available for marketing content. The goal is that in the future users can use both technologies in integrated fashion and thus make the creation of localized advertising easier, faster, and more cost-effective.

"One of the areas of application for our products is local area marketing, where centrally-determined content is adapted to the relevant local circumstances," explains BrandMaker CEO Mirko Holzer. "We are pleased that in the future, thanks to the partnership with Across, we will be able to support this process seamlessly in translations as well." Creating marketing documents in several languages regularly presents a series of huge challenges for companies that are active internationally, as a study published in February 2011 by the American market research company Outsell Inc.¹ reveals. The concern is to efficiently manage terminology for various markets and target groups as well as for an ever-larger variety of languages and media. Niko Henschen, the CEO of Across, confirms: "The study shows that in the meantime there is also great pressure in marketing to generate consistent foreign language versions with maximum efficiency. In order to further expand our translation expertise in marketing, we are now cooperating with BrandMaker, a proven MRM expert."

With the integrated solutions from BrandMaker and Across, marketers can use MRM and language technologies in integrated fashion. Translation orders will be triggered directly from BrandMaker's central media pool for the medium in question with the touch of a button and transferred automatically to Across, where they will be processed and then handed back to BrandMaker.

¹ Study "Multilingual Marketing Content: Growing International Business with Global Content Value Chains," by Vince Emery, Karl Kadie, Mary Laplante, Outsell, Inc.

The partners will appear for the first time together in the course of a road show. This road show will take place on October 6 in Düsseldorf, on October 11 in Munich, October 20 in Hamburg, and October 27 in Stuttgart. To register and for additional information, visit www.mrm-roadshow.com.

About BrandMaker

BrandMaker is the leading provider of Marketing Resource Management (MRM) systems in Europe. Founded in 1999 as pi-Consult GmbH, the company has used the name BrandMaker GmbH since 2009 and focused exclusively on the development and marketing of demanding software solutions for the marketing departments of medium-sized and large organizations. BrandMaker is headquartered in Karlsruhe and currently employs approximately 170 people. The software by the same name is an extensive, modular MRM solution that optimizes the entire marketing process chain, makes marketing operations easier, and increases productivity in marketing significantly. There are BrandMaker modules for the implementation of market portals, software-supported marketing planning, media asset management, the automatic creation of online and print media, as well as centrally-controlled local area marketing.

Well-known companies that use the BrandMaker solutions in their communications and marketing departments include the Dutch retail company C1000, Commerzbank, DekaBank, Ernst & Young, EnBW, SaraLee, Schenker Deutschland, UBS, and ZF Services. BrandMaker, Inc., the subsidiary headquartered in Atlanta, Georgia (USA) is responsible for the American market.

About Across Systems

Across Systems (www.across.net), headquartered in Karlsbad near Karlsruhe and Glendale, California, is the producer of Across Language Server -- the world's leading independent technology for the linguistic supply chain. Across Language Server is a central software platform for all language resources and corporate translation processes. It simplifies, speeds up, and improves the control, coordination, and execution of translations. Among other things, the software includes a translation memory and terminology system, as well as high-performance tools for project management and workflow control for translations. In particular, Across Language Server ensures continuous processes that allow the client, agencies, and translators to work together seamlessly and using the same data. Open interfaces allow the direct integration of corresponding systems, for example CMS, catalog, and ERP solutions.

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