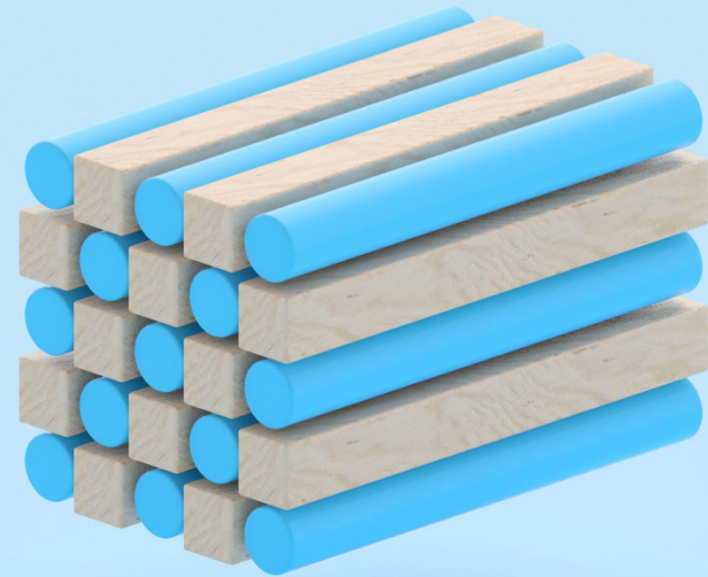


AMTA

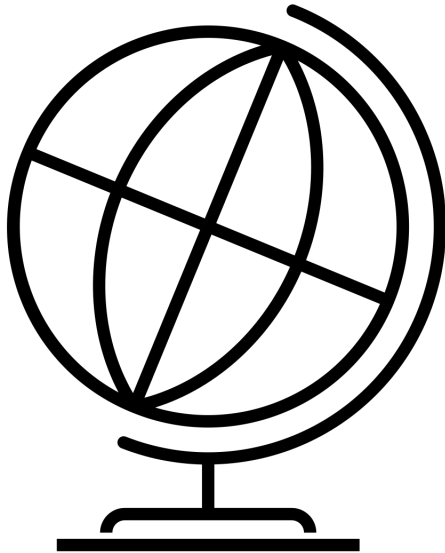
**Edith Bendermacher
NetApp**





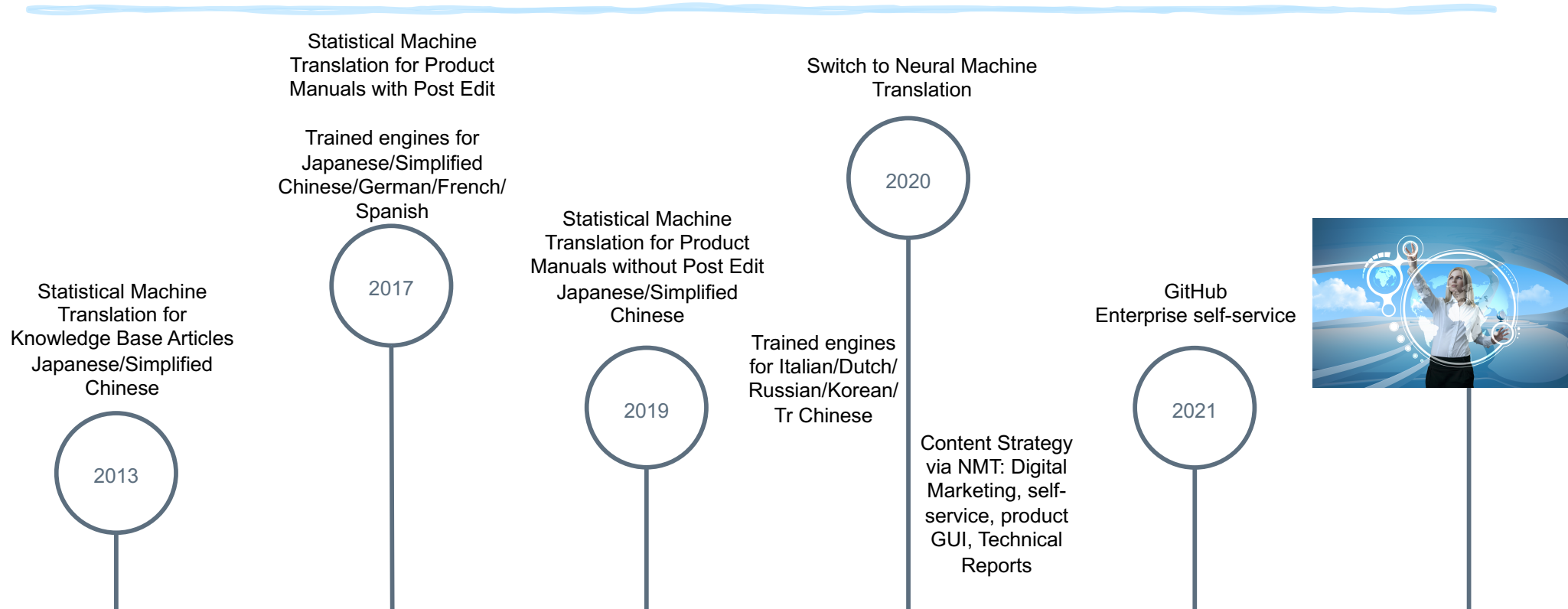
- Hybrid cloud data services and data management company
- We provide systems, software and cloud services
- 10,000 employees worldwide and sell into 150+ countries
- Headquarter is in San Jose, California

Globalization at NetApp

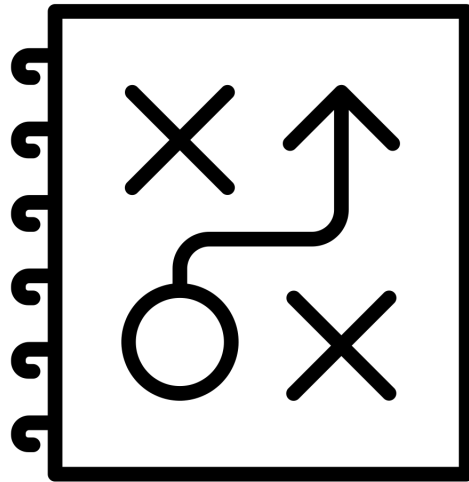


- Globalization team is Center of Excellence for the entire company
- Our mission is to drive globalization strategy and align with departmental roadmaps to lead in the global market, simplify the customer experience, and influence international revenue.
- We localize products, product manuals, marketing collateral such as presentation, videos, support content, tools.
- We localize into 10 languages and few other languages if requested
- Our globalization content strategy includes Human Translation, Neural Machine Translation with Post Edit and Raw, self-service and FastTrack translations.
- Our team is located across the world with HQ in Silicon Valley and offices in India, Japan, Italy, China and many more.

Utilizing Machine Translation since 2013



Digital Marketing and NMT



- Scope: localize .com into additional 5 languages using NMT
- Timeline: 1 months
- Scope: 150+ pages
- Main driver for NMT: speed, faster GTM
- Challenges:
 - engines not trained
 - new content
 - onboarding Post Editors and linguistic reviewers
 - spaced out content drops
- Goal accomplished: we delivered and launched on time

Thank you!

