



ESI Maps Out a Course for Reaching Global Customers

“ESI International has been a recognized leader in the global marketplace for more than 25 years. We are committed to providing our customers worldwide with the best service possible through online accessibility and resources. We contracted with Molecular to help us research and define our online globalization strategy.”

*Mary Simpkins,
Vice President of Marketing
ESI International*

CHALLENGE

ESI International, the recognized leader in project management, contract management, business analysis, and business skills training, publishes hundreds of pages of content in multiple languages across the globe. To better serve these diverse international markets, ESI wanted to expand its multi-lingual capabilities using a technology platform that would provide efficient rollout of sites and functionality to new locales and regions.

APPROACH

Molecular created a strategic roadmap to guide ESI International through this successful global transformation. The strategic plan:

- Provides a globalization map for ESI International over the next 3-5 years.
- Evaluates the business case and current cost for the rollout of current and future localized websites.
- Defines global user types, needs, and motivations.
- Articulates the organizational capabilities and technology solutions needed to keep global content better linked and up-to-date across multiple sites, languages, and channels.

Evaluation criteria incorporated within the globalization roadmap effort included internal stakeholder interviews, competitor and market research, existing site data measurements, and usability review and analysis.

As ESI continues to deploy multi-lingual Web content worldwide, Molecular’s globalization best practices will support these efforts. Evolution to additional markets and technical capabilities will include re-architecting the global information architecture, implementing a multi-lingual content management system (CMS), and expanding global search engine optimization.

BENEFITS

- Organizational adoption of globalization best practices to improve the roll-out of content and functionality worldwide.
- Appropriate methodology to enable scalability into new markets.
- Continued globalization partnership with the rollout of an updated global information architecture and a CMS to support future Web initiatives.



Molecular.

Molecular, an Internet consulting firm, designs and builds digital solutions to help companies increase revenues and decrease operating costs. Since 1994, Molecular has directed successful Web initiatives for the nation’s top companies, including The Finish Line, Inc., Fidelity Investments, MFS Investment Management, Hewlett-Packard and Talbots.

Molecular.