

## Microsoft Network (MSN)

**Microsoft revs up traffic on its international Web Communities properties by producing the sites in 21 markets worldwide**

### The Business Challenge

Microsoft wanted to increase traffic to the Web Communities area of Microsoft Network (MSN), which allows users to create their own

Microsoft asked LT to help by providing daily content updates in 21 international markets

online communities centered on topics of their choice. Microsoft asked L10N Technology (LT) to help by providing daily content

updates in 21 international markets. This unique project was due to launch just two months after LT's engagement.

To meet its goals for the Web Communities pages, Microsoft looked to LT to:

- **Coordinate** the distinct priorities of both Microsoft's global team and its subsidiaries.
- **Adapt** to constantly changing content and technology requirements.
- **Meet** a demanding schedule of daily publishing deadlines.
- **Maintain** excellent quality of consumer-oriented content.
- **Organize** promotions on Web Communities pages to support MSN-wide events.

### The LT Solution

LT rapidly assembled and trained an expert international team. To respond to the special demands of coordinating local and global content requirements, the team was structured in three levels:

1. **A global** management team that interfaced with the client at the global level and communicated "top-down" requirements
2. **A regional** tier that supervised production and monitored quality across several geographic markets
3. **Local** teams that performed production work and interfaced with the client subsidiaries at the local level.

LT conducted a two-week pilot project in Spain prior to final launch. This provided the opportunity to refine processes and organization and allowed the full team to work effectively from the beginning. As a result, the project launched on time in all markets.

The team achieved flexibility and speed by using Internet-based communication and workflow tools to

**The team used Internet-based communication and workflow tools to ensure rapid communication** ensure smooth, rapid communication and eliminate bottlenecks. Quality was monitored closely and each update passed through a complete workflow in which the content was planned, composed, reviewed and approved.

### **The Customer Benefits**

During the first six months of the project, LT's 50-member team handled 350 updates per month. LT's robust project structure, efficient processes and well-established workflow allowed LT to handle frequent changes introduced by Microsoft's global team and its subsidiaries.

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