

GlobalLink Helps Lavazza Deliver Content in 37 Languages Across 45 Countries



“ *Thanks to the seamless integration of Translations.com’s GlobalLink with Adobe Experience Manager and SAP Commerce Cloud, our localization costs were reduced by 47% and turnaround times accelerated drastically.* ”

- Global Head of Digital Marketing,
Lavazza

Italian coffee retailer Lavazza sees digital not only as a channel for e-commerce and display ads, but also as an opportunity to build personal relationships with customers.

By implementing GlobalLink with Adobe Experience Manager and SAP Commerce Cloud, the process of creating, managing, and publishing content in 37 languages across 45 markets is completely centralized and streamlined, enabling Lavazza to engage customers in their preferred languages.