



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



Building a secure, multilingual, multimedia web portal

Solution elements:

Tridion Sites®

Tridion® DXD

BluePrinting®

Thanks to SDL BluePrinting technology, Repsol now enjoys a secure multi-country, multilingual, multimedia web portal with a new graphic design, greater accessibility – faster than ever before. Content editors can quickly create and upload new content.

Repsol is a large international oil and gas company, operating in 37 countries around the world. It is the leader in Spain and Argentina and one of the ten largest private oil companies in the world, employing more than 24,000 people.

Repsol is also the largest private energy company in Latin America in terms of assets. Its websites need to reflect Repsol's international status by being available in many languages and deliver localized content yet remain consistent in branding.

Communicating quickly and efficiently

In the early days of its online presence, Repsol had a corporate portal built on dynamic pages. It soon became difficult and costly to run as there were many frequent changes to be made to the pages. From a communication policy perspective, Repsol decided it was key to communicate in the languages of its audience.

Therefore Repsol decided to adopt a content management system that could enable its multi-language, multi-country and multimedia communication strategy. SDL (now RDS) and leading systems integrator, Accenture, were the key ingredients of the solution.

The ability to use original content, then translate or localize it into different languages offered a great deal of flexibility to all of Repsol country websites.

“At Repsol, we benefit from a tool that allows editors to create, maintain and publish content in a fast and efficient way. The Tridion Sites technology helps us to achieve that in a cost-effective way and keep our costs in check.”

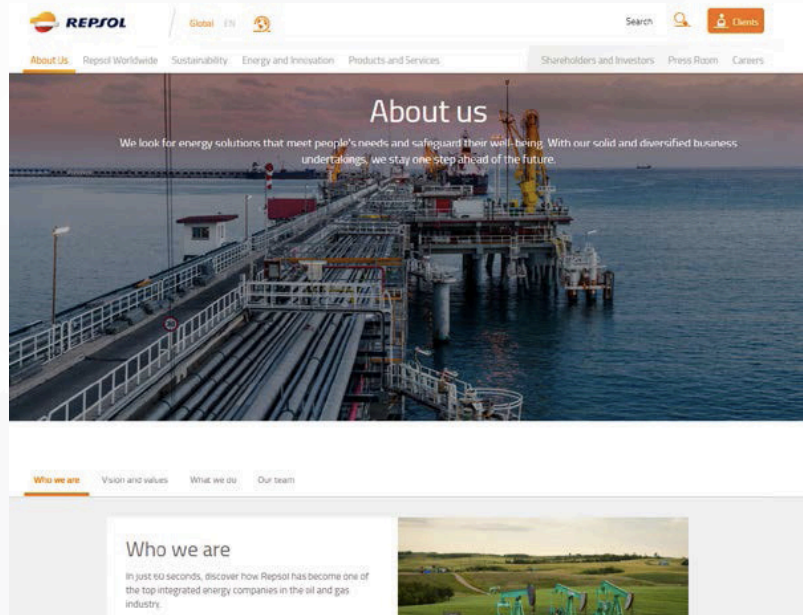
Pilar Marqués
Vice-Director Online
Communication, Repsol

Business drivers

Repsol chose the SDL web content management solution for the following features and functionality:

- BluePrinting technology: an ideal mechanism to design website constellations with multiple variations (for example: language, country, channel, target group and brand).
- Central but delegated security management: based on profiles, permissions and rights, Repsol has central control of the system from Spain, yet many tasks are delegated to other country web managers or language coordinators.
- Fast, efficient and intuitive: the publication model enables visitors to quickly browse the website and enables editors to easily update the site.
- Optimal system integration capabilities: Tridion Sites easily integrates with other products, through the programming of the API, or via the ‘Business Connector’ web service.
- Repsol has been able to develop and implement the migration and publication of very high volumes of content, based on standard technologies.
- External teams (such as journalists covering motor racing events) can also upload their articles to the website in as near to real time as possible.
- Automated translation workflow: an automated workflow process was integrated in real time with the translation supplier.

image to



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Proof and benefits

Repsol now enjoys a secure multi-country, multilingual, multimedia web portal with a new graphic design, greater accessibility – and faster than ever before. Content editors can quickly create and upload new content.

The statistics speak for themselves. The Repsol internet site is available in seven different languages. There are approximately 130,000 pages for each language, with more than 100,000 components and more than three and a half million translated words.

This effort has paid off: the Repsol website gets more than eight million visits a month with 100 million pages viewed and more than 3.6 million unique visitors.

To highlight the importance of its online communications, Repsol launched a prominent TV campaign promoting its new portal.

With this project, Repsol becomes the first IBEX 35 listed company to have all Spain's official languages (Castilian, Catalan, Galician and Basque) and three other international languages integrated in its web portal.

To acknowledge this achievement, Repsol received the 'Best Commercial Website of the Year' award at the Tridion Sites annual user conference.

Facts and figures

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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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