

ATLANTIS THE PALM, DUBAI

One of the world's leading luxury hotels & resorts Atlantis, The Palm selected Globalization Partners International for their global translation and website localization needs.

Atlantis, The Palm required a global translation agency that could provide translation and localization services for a variety of collateral materials including brochures, menus and press releases as well as comprehensive website localization utilizing website localization workflow best practices and The Sitecore® Experience Platform™.

Languages: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Swedish and Turkish.

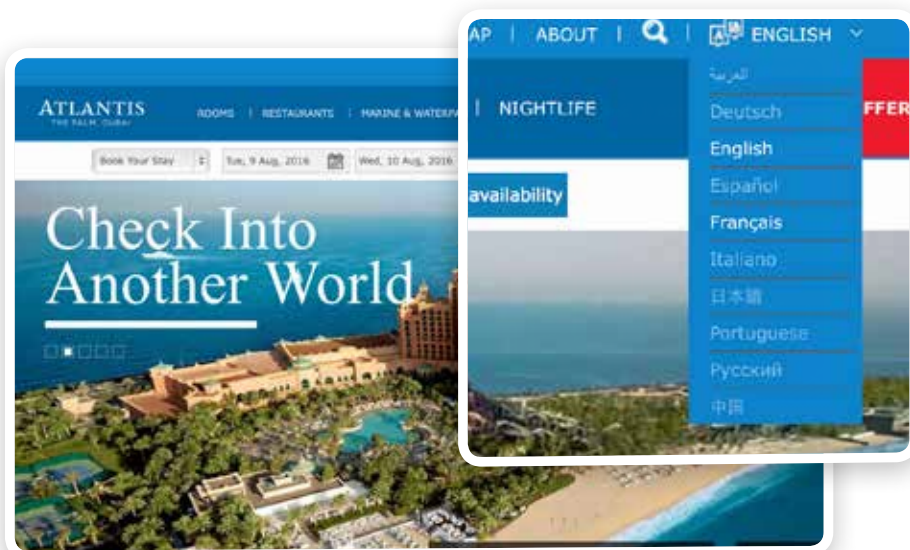
Tools: Globalization Project Management Suite (GPMS), GPI's Translation Services Connector for Sitecore, Sitecore® Experience Platform™, Microsoft Word, and Adobe Creative Suite.

Website and Document Globalization

About the Project

Globalization Partners International provided a comprehensive range of translation services for Atlantis, including:

- Audio/Video Content
- Brochures
- Comprehensive Website Localization
- Menus
- Signage
- Special Event Content



Project Details

Working with the various groups throughout the hotel, GPI provided a range of language & technology services including:

- Translation
- Copywriting
- Desktop Publishing
- Website Localization
- Website Translation Services Connector for the Sitecore CMS
- SEO Services



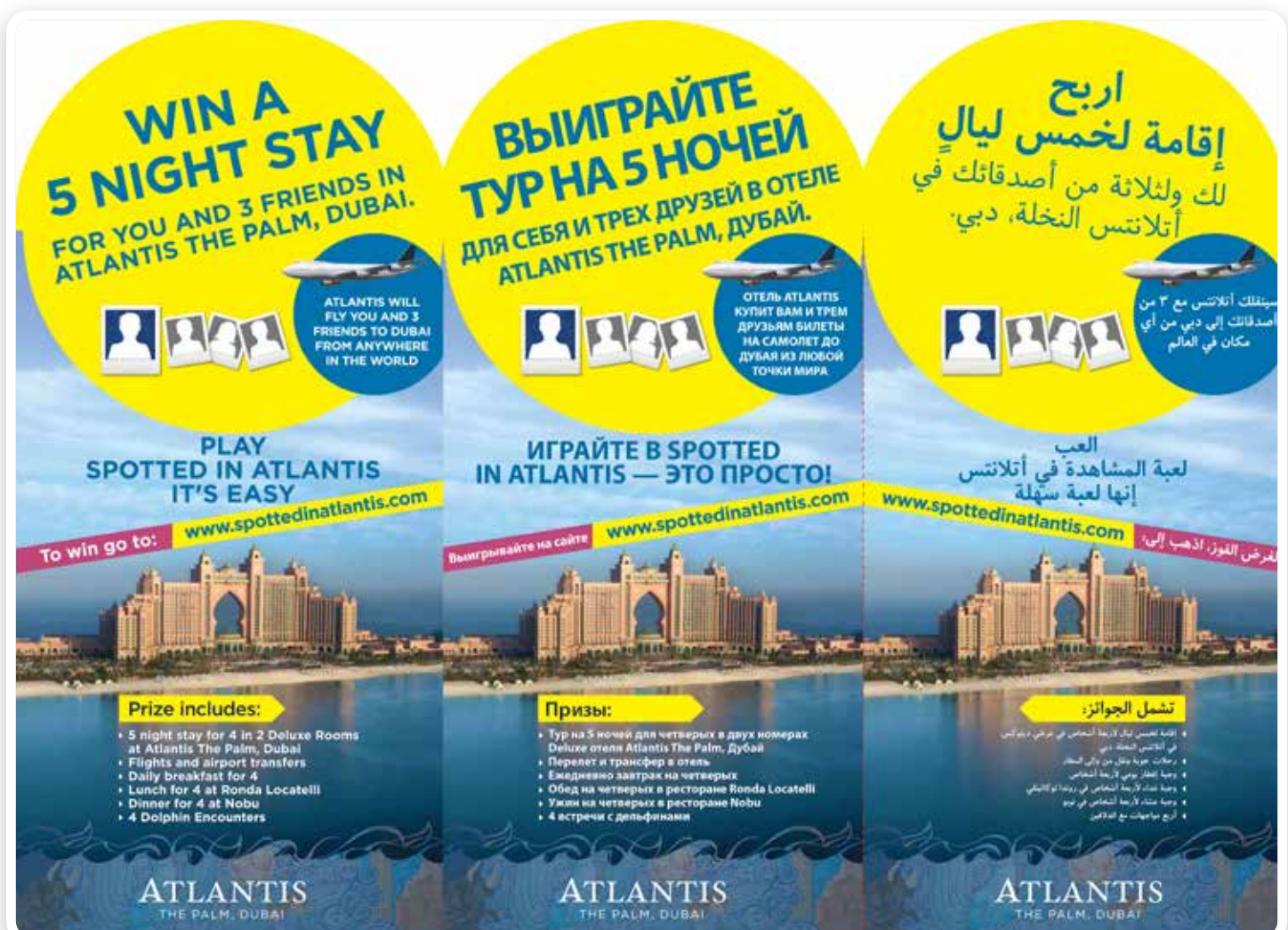
These services were provided in the following languages: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Swedish and Turkish.

A variety of content types including menus, brochures and other collateral were localized by native speaking copywriters and translators as required for guests' marketing outreach. Annual and seasonal collateral pieces were produced in different languages supporting local and global holidays and events ranging from New Year and summer vacations to Ramadan and Christmas holidays.

Atlantis, The Palm undertook website localization for www.atlantis.com as well. GPI localized content, graphics, SEO keywords and metadata as well as deployed GPI's Translation Services Connector for Sitecore. The GPI connector streamlined the website translation and updated workflows saving time and money on daily, weekly and monthly updates to content from their language version sites.

GPI's translation services for hotel, travel and tourism clients include:

1. Translation, Copywriting and Desktop Publishing
2. Website Localization
3. Country Specific Search Engine Marketing (SEO-SEA-Social)
4. Global Award Winning Translation Services Portal
5. Software and Mobile Application Localization
6. Localized Inbound Marketing Content
7. Global Support and Training Content Localization
8. Audio/Video and eLearning Localization
9. Culinary and Menu Translations



WIN A 5 NIGHT STAY
FOR YOU AND 3 FRIENDS IN ATLANTIS THE PALM, DUBAI.

ATLANTIS WILL FLY YOU AND 3 FRIENDS TO DUBAI FROM ANYWHERE IN THE WORLD

PLAY SPOTTED IN ATLANTIS IT'S EASY

To win go to: www.spottedinatlantis.com

Prize includes:

- 5 night stay for 4 in 2 Deluxe Rooms at Atlantis The Palm, Dubai
- Flights and airport transfers
- Daily breakfast for 4
- Lunch for 4 at Ronda Locatelli
- Dinner for 4 at Nobu
- 4 Dolphin Encounters

ATLANTIS THE PALM, DUBAI

ВЫИГРАЙТЕ ТУР НА 5 НОЧЕЙ
ДЛЯ СЕБЯ И ТРЕХ ДРУЗЕЙ В ОТЕЛЕ ATLANTIS THE PALM, ДУБАЙ.

ОТЕЛЬ ATLANTIS КУПИТ ВАМ И ТРЕМ ДРУЗЬЯМ БИЛЕТЫ НА САМОЛЕТ ДО ДУБАЙ ИЗ ЛЮБОЙ ТОЧКИ МИРА

ИГРАЙТЕ В SPOTTED IN ATLANTIS — ЭТО ПРОСТО!

Выигрывайте на сайте www.spottedinatlantis.com

Призы:

- Тур на 5 ночей для четверых в двух номерах Deluxe отеля Atlantis The Palm, Дубай
- Перелет и трансфер в отель
- Ежедневно завтрак на четверых
- Обед на четверых в ресторане Ronda Locatelli
- Ужин на четверых в ресторане Nobu
- 4 встречи с дельфинами

ATLANTIS THE PALM, DUBAI

اربح إقامة لخمس ليال
لك ولثلاثة من أصدقائك في أتلانتس النخلة، دبي.

سينفلك أتلانتس مع 3 من أصدقائك إلى دبي من أي مكان في العالم

العب لعبة المشاهدة في أتلانتس إنها لعبة سهلة

لغرض الفوز، اذهب إلى www.spottedinatlantis.com

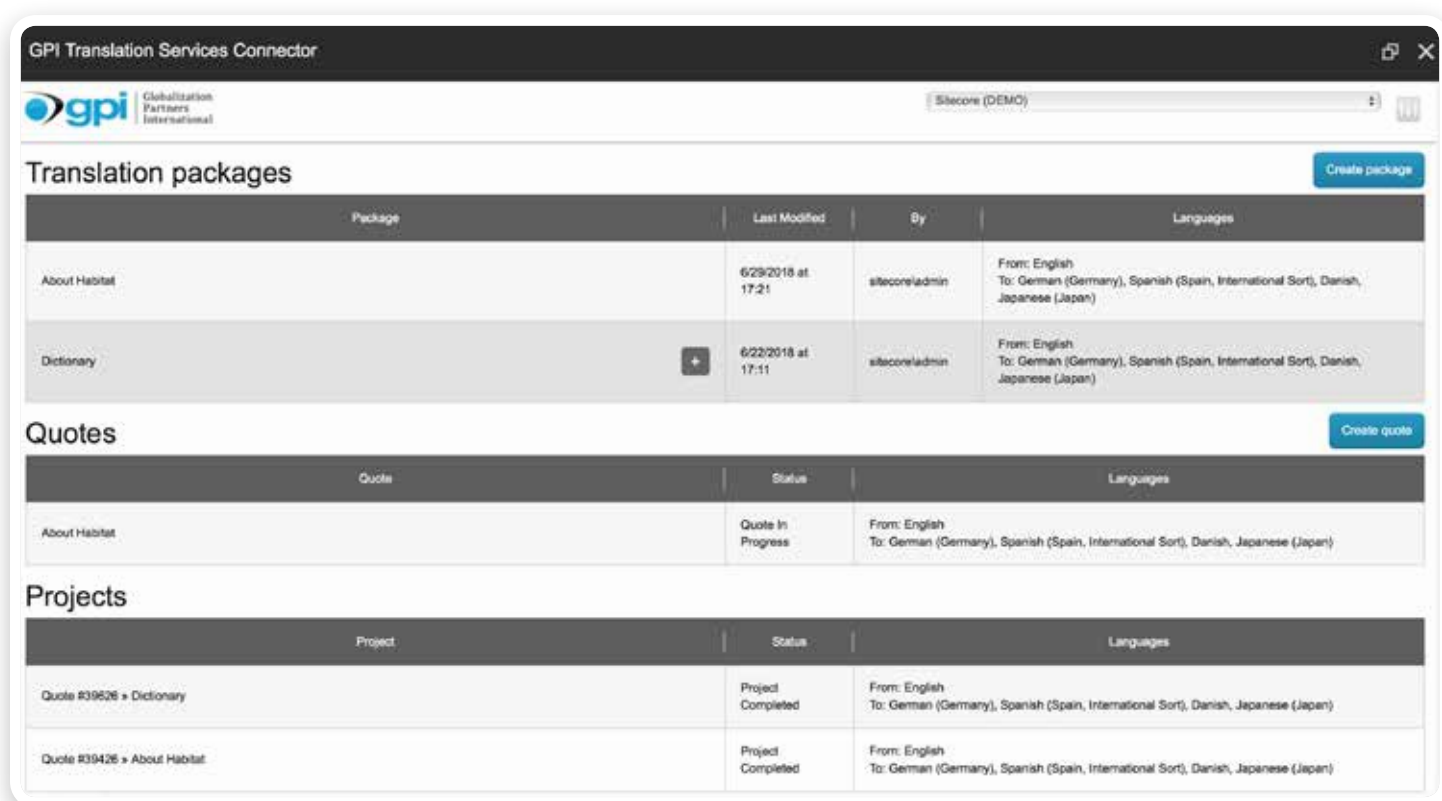
تشمل الجوائز:

- إقامة لخمس ليال لأربعة أشخاص في غرفتي دبلوكس في أتلانتس النخلة، دبي
- رحلات جوية بدول من وإلى المطار
- وجبة إفطار يومي لأربعة أشخاص
- وجبة غداء لأربعة أشخاص في راندا لوكاتيلي
- وجبة عشاء لأربعة أشخاص في راندا لوكاتيلي
- أربع تفاعلات مع الدلافين

ATLANTIS THE PALM, DUBAI

The GPI Translation Services Connector for Sitecore was deployed by Atlantis with special customizations enhancing the rich functionality already available, including:

- Enable seamless content translation capabilities all within the Sitecore CMS Desktop
- Manage any number of language sites with a few clicks
- Easy integration with the Sitecore CMS Desktop
- Manage quotes/projects: submit new quote request, approve quote(s), project status
- Simplify import/export process for content translation workflows
- 24/7 secure access for your global teams to collaborate & track translation projects via the GPI Translation Portal
- Quotes, proposals and a wide range of project materials available for download
- Dashboard to view status reports, schedules and project task lists



GPI Translation Services Connector

Sitecore (DEMO)

Translation packages

Package	Last Modified	By	Languages
About Habitat	6/29/2018 at 17:21	sitecoreadmin	From: English To: German (Germany), Spanish (Spain, International Sort), Danish, Japanese (Japan)
Dictionary	6/22/2018 at 17:11	sitecoreadmin	From: English To: German (Germany), Spanish (Spain, International Sort), Danish, Japanese (Japan)

Quotes

Quote	Status	Languages
About Habitat	Quote In Progress	From: English To: German (Germany), Spanish (Spain, International Sort), Danish, Japanese (Japan)

Projects

Project	Status	Languages
Quote #39626 » Dictionary	Project Completed	From: English To: German (Germany), Spanish (Spain, International Sort), Danish, Japanese (Japan)
Quote #39426 » About Habitat	Project Completed	From: English To: German (Germany), Spanish (Spain, International Sort), Danish, Japanese (Japan)



Sitecore is a leading Microsoft .NET based Web Content Management System or WCMS. Sitecore is highly scalable yet very easy to use and allows website managers and authors to better engage with their customers online.



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About Globalization Partners International (GPI)

Globalization Partners International, LLC provides an array of translation services that help companies communicate with the world. GPI's services enable firms to design, develop and deploy multilingual documentation, software and websites for worldwide use.

Translation services include:

- Document Translation
- Multilingual Desktop Publishing
- Audio/Video Translation
- Software Translation
- Website Translation
- Global Search Engine Marketing

GPI is an ISO 17100: 2015 Certified Translation Company



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About Atlantis, The Palm, Dubai

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterscape amusement at Aquaventure Waterpark, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis.

Easily translate your websites, eBooks, brochures, whitepapers, videos and an array of other content into over 100 languages.



To learn more about GPI's Translation Connectors see:

www.translationplugin.com

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