Webcast Globalization

CustomerCentric Selling® webcast by best selling author Mike Bosworth

Platform: ON24's web-based tools used for the development and production of customizable webcasts with synchronized slides and interactivity.

Languages: Chinese Simplified, Brazilian Portuguese

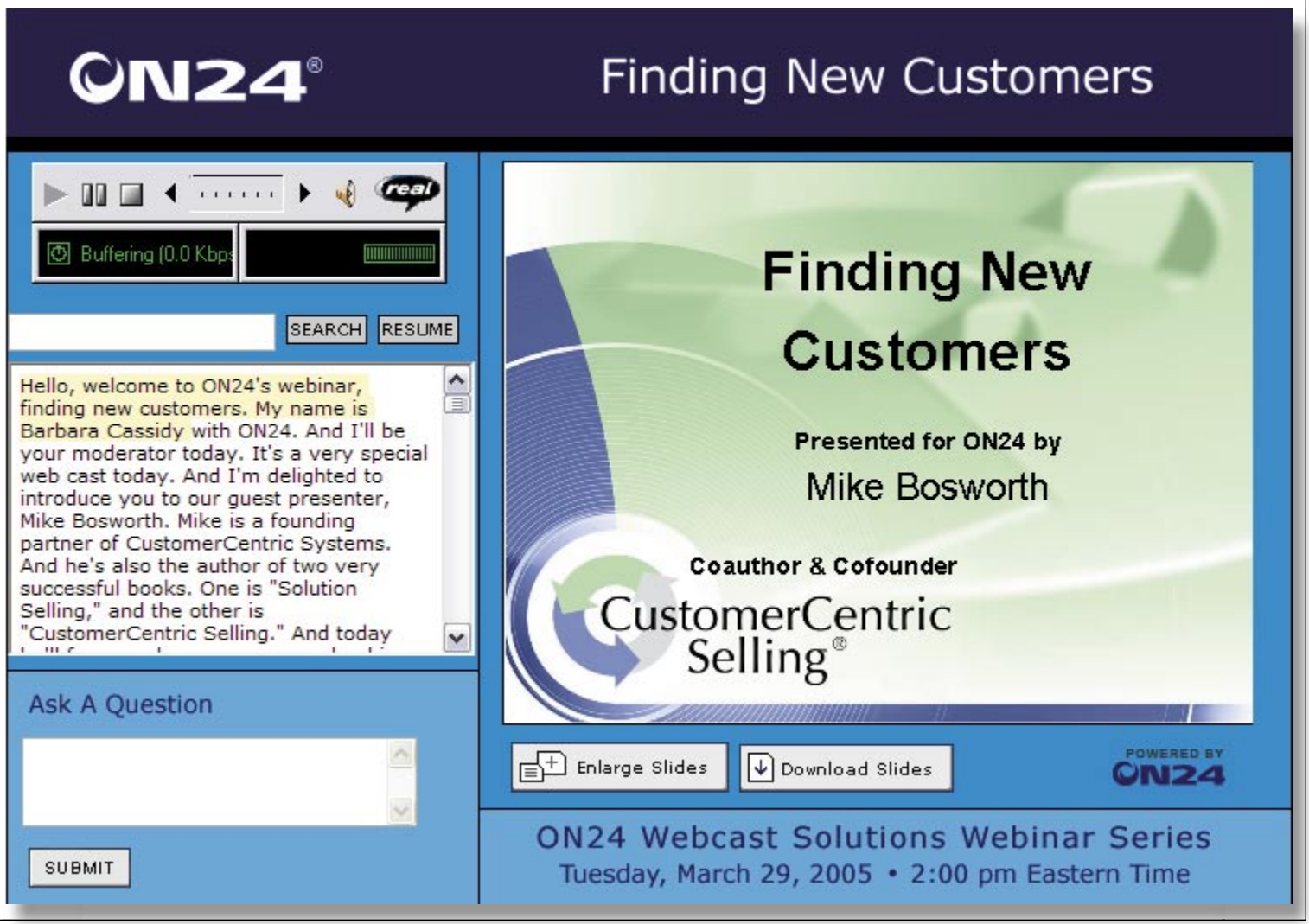
Tools: MS Word, Powerpoint, HTML, MIDI workstations, Pro-Tools TDM

About the client:

Mike Bosworth is a founding partner of CustomerCentric Systems and also is the best-selling author of *Solution Selling: Creating Buyers in Difficult Selling Markets* (McGraw-Hill, 1993) and co-author of *CustomerCentric Selling* (McGraw-Hill, November 2003).

Results:

"GPI and On24's packaged webcast globalization services allowed CustomerCentric Systems to offer our CustomerCentric Selling webcast in Simplified Chinese and Brazilian Portuguese. making it available to two of the largest markets," said Mike Bosworth, author and founding partner of CustomerCentric Systems. "Being able to translate our presentation and deliver it to new audiences worldwide has enabled us to reach new global audiences in their native languages."



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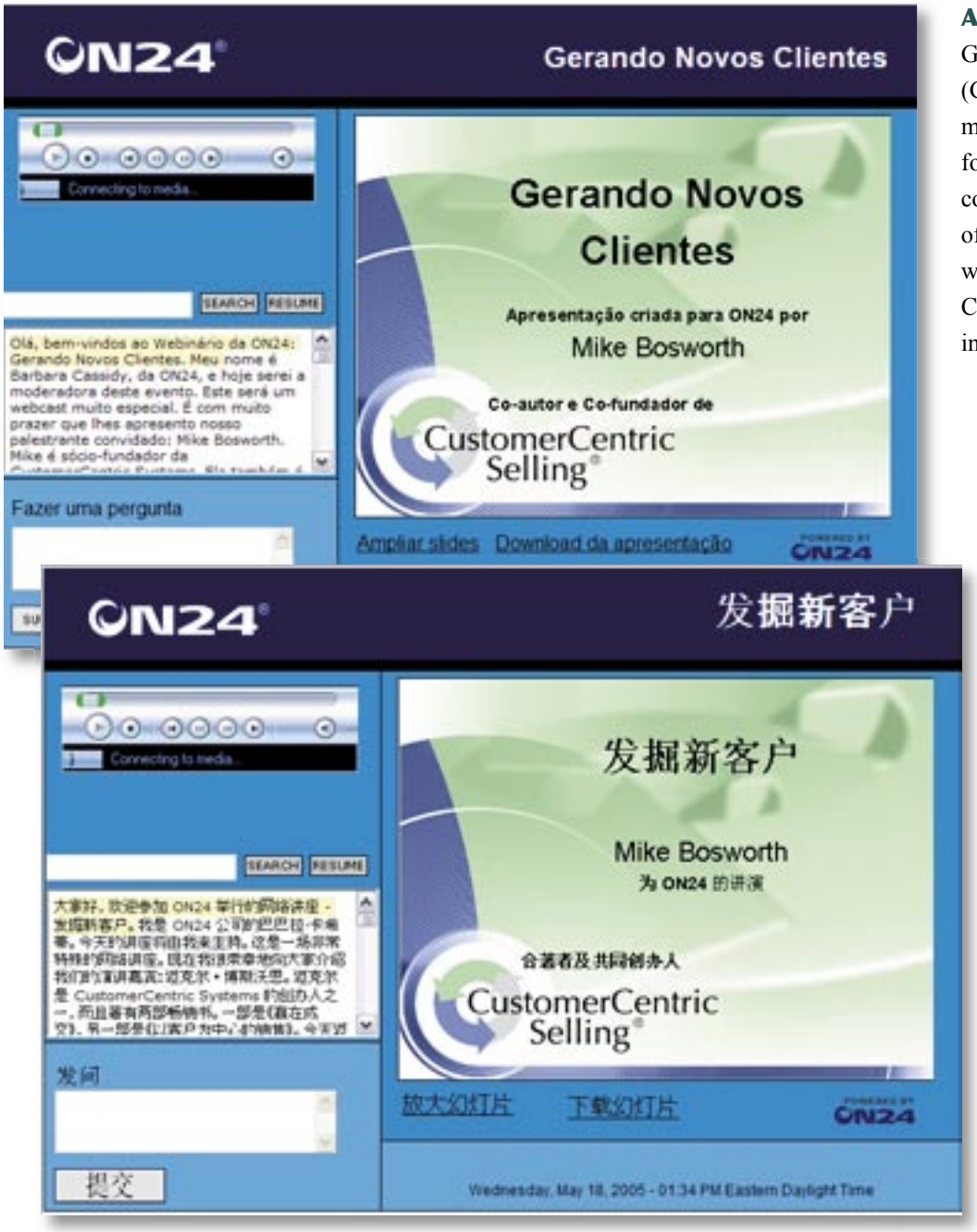

About the project

Globalization Partners International (GPI) and On24's provided a packaged multilingual webcasting service for CustomerCentric Selling. The comprehensive globalization and hosting of the popular CustomerCentric Selling webcast by Mike Bosworth in Simplified Chinese and Brazilian Portuguese included:

1. Transcription
2. Translation
3. Captioning
4. Recording
5. Digitization
6. Broadcast dubbing
7. Re-compiling localized versions
8. Hosting
9. On Demand Delivery
10. Reports and Tracking
11. Target audience user testing

Components created for both Chinese and Portuguese included:

1. Console
2. PowerPoint Slides
3. Registration Page
4. Lobby Page
5. Captions
6. Audio Script
7. Audio Files with talent voice overs

About Globalization Partners International (GPI)

Globalization Partners International, LLC., (www.globalizationpartners.com) provides document, software and website internationalization, localization and translation services into over seventy-five languages including Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish.
For more information contact: Martin Spethman, mspethman@globalizationpartners.com 866-272-5874.

About On24

ON24 is a leading provider of global webcast and multimedia communication solutions. ON24 offers one-stop solutions for internal and external multimedia communications for customers in the enterprise, technology, life sciences, government and financial services industries. Companies interested in learning more about ON24's complete line of webcasting solutions can call 415.369.8000 or send inquiries to solutions@on24.com.

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