

## GlobalLink® Connect technology accelerates Kellogg Company's time to market by 70%

Translations.com worked collaboratively with Kellogg Company's advertising agencies to roll out the global revamp of its flagship brand, Kellogg's, and to centralize the process for creating, managing, and publishing content across all markets and languages.



**Kellogg's**

By implementing Translations.com's GlobalLink Connect solution, Kellogg Company has **reduced their web localization costs by 64% and accelerated turnaround times by 70%.**