COHESITY INFORMS AND INSPIRES GLOBAL SALES TEAM AT KICKOFF WITH TRANSLATION AND CAPTIONS FROM WORDLY.AI

COHESITY

Global sales kickoffs are critical to a company's success. They are an opportunity to inform, coordinate, and inspire the front line teams who bring in every dollar of revenue. Communicating with these global teams can be a challenge even in the best of circumstances. There's a vast amount of critical information to convey. Company executives and subject matter experts typically speak a primary language, while the global sales team members sell in, and are most comfortable in, other languages. Keeping up in the primary language may be difficult and fatiguing for many members of the sales team. Mastering insights in a second language is harder still.

Cohesity, a leading data management vendor, had previously used human interpreters for their global sales kickoff, but it was expensive and incomplete. "I worked on a similar sales kickoff in 2018 and we hired human interpreters. Just to provide Japanese for a 2-day event the cost was $36,000" said Lisa Busby, a senior events project manager for Cohesity. "While we wanted to offer more languages it was cost prohibitive."

For their 2020 sales kickoff, Cohesity was forced to take it virtual. This created new opportunities and challenges. On the positive side, without travel expenses, they could invite everyone in the company to attend. On the negative side, it's harder to engage attendees for long virtual sessions. Language struggles, while a big problem in in-person events, are amplified with virtual events. Cohesity's events team looked for a scalable, cost-effective, easy-to-use real-time translation solution for their virtual sales kickoff. They found Wordly.

REQUIREMENTS:
- Provide real-time translation of spoken words into Japanese, and other languages, both text transcription and audio
- Support up to 900 users at company-wide global sales kickoff.
- Function in a virtual event environment with maximum convenience

SOLUTION:
- Wordly real time captioning & translation of speech into 16 languages via automated Cloud service
- Both audio & text accessible on attendee's own device from convenient custom URL
- Convenient integration into a range of virtual event platforms

BENEFITS:
- Delivered high accuracy, translating common and technical vocabulary
- Improved accessibility, inclusivity, and excitement for global team
- Increased comprehension and retention for English speakers also via downloadable transcripts
- Gained more complete knowledge capture, sharing and motivation

"*Embedding the Wordly box at the bottom of the livestream made it very easy for our attendees to follow along in their preferred language.*"
--**Lisa Busby,** Senior Events Project Manager for Cohesity

Wordly leverages natural language processing, machine learning, and several innovative breakthroughs to capture spoken language with unparalleled accuracy. Wordly then transcribes and translates text as desired with low latency. Uniquely, Wordly provides a continuous real-time translation stream in multiple languages simultaneously. Users receive a custom session URL showing all available languages, to view or listen to on their personal phone, tablet, or laptop.

Wordly currently delivers "Language on Demand" in Arabic, Bengali, Chinese Simplified, Chinese Traditional, Dutch, English, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Russian, Spanish, and Tamil.

WHY WORDLY?
Cohesity carefully considered alternatives. For an internal event, human interpreters were deemed logistically difficult to arrange and too costly.

Wordly was the best fit for several reasons. Lisa Busby explained, "Worldly is super easy to use for attendees and event organizers. I can set my sessions up in just a couple minutes. It's very easy to log in, pick your language, you're off and running. And, I think it's great value.""

Busby was also impressed by getting both audio and text translation of speakers. "We simply got more with Wordly. More languages, More output formats. Some people are auditory learners and some are visual. Wordly improves the attendee experience for both types. You don't usually get that from human interpreters."

Cohesity wanted to promote the availability of real-time translation and transcription to attendees in advance. Wordly enabled promoting the event's broad accessibility and inclusivity, which Busby expected would increase attendance and better hold attendees' attention.

ORGANIZATION OVERVIEW

Cohesity is a rapidly-growing leader in data management. They solve mass data fragmentation, making data a more useful and valuable asset. Cohesity's solutions radically simplify data management for more than 1,000 organizations globally. With more than 1,300 employees, Cohesity has grown rapidly and is listed on the Forbes 2019 Cloud 100 list. Gartner Group placed Cohesity in the leader's quadrant for data center backup and recovery.

RESULTS
Lisa Busby said, "Our team loved Wordly. Out of approximately 900 attendees, 288 used Wordly, in 11 different languages. Even native English speakers used Wordly to see the transcript in real time and download it as notes afterwards. Wordly definitely helped Cohesity engage our attendees better."

Cohesity took several steps before and during the sales kickoff to make sure attendees knew why and how to use Wordly. Invitations touted the translation facility. Presenters referenced it. Busby noted, "On the main page for the live event we had a banner blurb about how to use Wordly."

Busby summed up Cohesity's experience by saying, "This sales kickoff was more important than most. We were in the middle of a pandemic. We needed to pull the team together, acknowledge their successes, communicate strategy, and most importantly get them enthused. And, we needed to do it all virtually. Wordly made our virtual sales kickoff a bigger success by making language transparent."