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-Richard Averitt, COO,  
The Well Project

### The Well Project Value

- Web solution supports company mission to educate populations living with HIV/AIDS
- Seamless integration with Documentum content repository eliminates manual handoffs of content and improves content quality
- Automated publishing workflow speeds availability of content and reduces costs
- Freeway Web Services eliminate cost of purchasing separate Globalization Management System or TM tools

## The Well Project Supports Spanish-Speaking Women Living with HIV/AIDS

The Well Project provides information and support to women living with HIV and AIDS. The organization's mission is to change the course of AIDS through a unique and comprehensive focus on women worldwide.

The number of women living with AIDS in the U.S. has dramatically increased, with Latina women representing 21 percent of those diagnosed in 2004. There is also very little AIDS research being conducted for women, and many communities lack the resources to purchase drugs or disseminate information. These communities leave women to advocate for themselves at the local and national level. The Well Project's goal was to provide a comprehensive, Spanish-language website to offer support to one of its largest affected communities.

The Well Project recently joined forces with Lionbridge to launch an educational website for Spanish-speaking women living with HIV/AIDS. Lionbridge used its Internet-based language platform, Freeway,™ to create an integrated solution that linked The Well Project's content management technologies with Lionbridge's translation services. The new website provides treatment education to Spanish-speaking women, including detailed descriptions of medication and side effects, resources for successfully managing HIV, and public policy updates that affect women living with AIDS in the U.S. and globally.

### Challenge

The Well Project's major challenge was translating its website content cost-efficiently. With a small workforce, the non-profit agency sought a low-cost, technology-driven solution for readying content for its new website. A critical goal for the organization was to keep the Spanish version site as current and accurate as the frequently-changing English version.

### Solution

Lionbridge used Freeway,™ its online service delivery platform, to connect directly to the Well Project's Documentum content repository and automate the submission of website content and the redelivery of translated assets. The seamless connection between the two tools created an automated publishing environment. Lionbridge also leveraged Freeway's ability to store translation memories (TM) and glossaries in a secure, central repository to support concurrent users and foster translator collaboration. Freeway ensured consistency and reuse of content, which helped the Well Project keep its content development and translation costs low.

In the future, the Well Project will produce simultaneous web translations in other languages, such as French, Cantonese, and Russian, and Lionbridge's automated localization solution will deliver additional value. According to Richard Averitt, Chief Operating Officer, the Well Project, "Lionbridge continues to be a valuable partner as we create a solution to translate, manage, and maintain content on our websites. With the help of Lionbridge, the Spanish-speaking community now has access to a vast array of information about the prevention and treatment of this disease."

 Lionbridge has offices in 25 countries. To find the location nearest you visit [www.lionbridge.com](http://www.lionbridge.com)

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