

CUSTOMER SPOTLIGHT

Novo Nordisk delivers multilingual digital experiences through GlobalLink and Adobe



Novo Nordisk is a global healthcare company with over 95 years of innovation and leadership in diabetes care. Headquartered in Denmark, Novo Nordisk is constantly developing biological medicines and markets its products in over 80 countries around the world. By implementing GlobalLink Connect for Adobe Experience Manager, Novo Nordisk was able to streamline their translation workflow for digital content, enabling them to quickly deliver multilingual experiences to their customers.



Before GlobalLink for AEM we had to manage translation processes outside AEM, adding an extra layer of processes and approval flows into our work stream. Now it all happens within the same system, making translation and approvals flows smoother.

— Advanced Business Analyst