

Customer Spotlight

How Syndigo uses Vimeo's AI translation to engage its global workforce and customers

Syndigo is a cloud software company with over 1,000 employees across 14 countries. A market leader in product information management, Syndigo serves thousands of customers across industries including grocery, foodservice, hardlines, automotive, and healthcare.



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7,000+

min of
dubbing/subtitles



137K

AI credits across 340+
video assets



Thousands

saved on translations +
voice-overs

Challenge

As a fast-growing global company, Syndigo understood the importance of inclusive communication that could reach its diverse workforce. But with more than 45% of employees located outside the United States, language barriers were preventing true connection and engagement.

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was very resource-intensive, and employees in different time zones couldn't always attend live sessions like town halls.

“We want them to be able to watch the town hall and be captivated,” explains April, VP of Enablement and Training at Syndigo. “We have people tuning in from Germany, from Poland, from London, from France, from Latin America, and all around the world. We want to keep our entire employee base very engaged in the messaging.”

The company needed a solution that would allow it to create town halls and other types of content once, while still making it feel engaging and respectful to audiences around the world.

“This is a tool that can connect. We have a true goal that our company feels inclusive, and more



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Employees are
somewhere else around
the world, outside of the
United States. This
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understand one
another.”

— April Powell
VP of Enablement and Training

Solution

Syndigo implemented Vimeo's [AI translation](#) feature as the cornerstone of its inclusive communication strategy. The technology allowed the company to create a single video and



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natural and is easy to understand.

This approach has transformed how Syndigo delivers company-wide communications, particularly town halls and training content. Instead of requiring employees to recreate content in different languages or having international team members experience diluted versions of important company messaging, the AI translation feature enables authentic, localized experiences at scale.

Beyond translation, Syndigo also leverages [Vimeo Enterprise](#) as its unified video management system, replacing the scattered tools they previously used across departments, from YouTube and Wistia to FTP drops.

Every employee can now easily [create videos](#) through single sign-on, enabling departments to build customized showcases for specific audiences within minutes. The recruiting team creates personalized video showcases for job prospects instead of static PDFs, while the training team uses showcases for customer onboarding programs. This has made onboarding more convenient for customers and the team.



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Since rolling out Vimeo's AI translation and using Vimeo for live streaming, Syndigo has seen a key shift in how its global team connects and engages with company content.

Town halls now reach employees across multiple time zones and languages, and the results speak for themselves: "Our most recent town hall using Vimeo was the most attended town hall that we've had to date with the company. We were able to use the [Vimeo Analytics](#) tool to look at the participation rate and see what content was really hitting."

Employees who can't join live sessions can now watch engaging, personalized experiences in their native language, making sure everyone gets the same quality experience regardless of where they're located or what time zone they're in.

The [business benefits](#) go far beyond just better attendance numbers. Syndigo has cut down dramatically on the time and resources needed to create content while actually making communication better and more authentic. "It takes a lot of effort away from the individual



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Most importantly, the AI translation feature has made a real difference in how included and connected employees feel. Every team member — no matter what language they speak — can now access company content in a way that feels personal and respectful. This has helped Syndigo build a truly inclusive company culture across its diverse, international workforce.

"Using the AI feature with Vimeo, it feels like it is a feature with substance, actually creating an experience that humanizes and is much needed. We can simply create one



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...looks very real and
**authentic and
respectful."**

— April Powell
VP of Enablement and Training

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Our customer support team is available to help 24/7. Enterprise members also receive dedicated account managers and a guaranteed uptime SLA.

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