**ITS 2.0 opens up ways of win-win business**

It can accelerate the adoption of multilingual web solutions for new users, and resolve certain problem to existing users:

* Reduction of time (up to 60%) by increasing the efficiency of the process.
* Cost savings in management and translation (between 15% and 40%).
* More efficient control over the content and faster fine-grain communication between localization chain actors (e.g. webmaster/project manager).
* Better web and linguistic technology machine/machine and human/machine interaction.
* Increasing fully automatic processes and localization expert systems in CMS and TMS.
* Localization platforms and format Independent.
* Opens up ways for connectors, pre- and post-editing, and CAT tools.

Business opportunities exist in very frequently updated web sites which need efficient multilingual updates and maximum control, such as corporate and industrial information, e-Government, e-Commerce or Educational web sites.

Also, ITS 2.0 can benefit those environments with highly distributed content creation through the CMS, the Web 2.0 and user content created (applying MT systems for immediacy) and using ITS 2.0 to contribute for multilingual SEO.