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Cloud integration through partnerships

Global technology consulting services and cloud integration firm iTalent recently launched a content translator application now available on the Oracle Marketing AppCloud. This new Lingotek Translation for Oracle Eloqua application helps marketers speed time to market and reduce expense by rapidly translating content with Oracle Marketing Cloud, as Vicky Sleight, Head of iTalent, Europe, explains. She says iTalent is planning on launching more cloud integration applications in the near future.

Prior to joining iTalent, Vicky was Senior Director, membership and Connected Women at the GSMA (global association for the Mobile Industry). She explains that iTalent was founded by current CEO Renee La Londe, who won multiple awards for her work at high-profile tech companies including NetApp and Cisco.

iTalent, too, boasts wide industry recognition and notably won multiple Stevie Awards, as well as praise for having over 50% female employees which is higher than their industry average. "This brings diversity and innovation," says Vicky.

She explains that as a consultancy and cloud integration firm, iTalent partners with leading cloud technology companies to develop unique, differentiated solutions for mutual customers. As an Oracle Gold Partner, they have worked very closely with the Oracle Marketing Cloud team to certify their new Lingotek Translation application for the Oracle Cloud Marketplace and to ensure it is a differentiated solution that enhances the value of Oracle Eloqua. "We were introduced to Lingotek through one of our technology partners looking to extend their capabilities to address a need in the marketplace. From our first application integration, we realised we could do more together than either of us could do alone. The best partnerships are ones where we achieve true synergy."

With the recent launch of the Lingotek Translation for Oracle Eloqua app on Oracle's Cloud Marketplace, iTalent has released its first cloud integration application. "This is the first of many more in the pipeline. Creating these products not only demonstrates our expertise and capabilities, the solutions are unique and extend the capabilities of leading technology platforms," says Vicky.

With North America, Europe, and Asia as its main markets, iTalent aims to continue to grow, capitalising on growth drivers such as the need for digital transformation and the shift to social, mobile, cloud and big data/analytics. "These are larger macro trends, but at a micro level, we also see the large incumbents being disrupted by challengers," Vicky points out. "Examples include how companies such as Cisco, Intel and Microsoft (who once were challengers themselves) are now facing disruption from the likes of Google, Apple, Facebook and Amazon (AWS)." Priorities for iTalent currently include growing their software development services and other areas of expertise, building a strong presence in Europe, and incubating their own intellectual property. "We are already doing this for our own internal operations, but we will not stop here. We are building our roadmap and vision in this area," Vicky concludes.

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