

# Adopt common global processes for translation and localisation



“Xerox consistently produces high quality translations and hits deadlines. The Xerox team is responsive, available and delivers a fast turnaround.”

Client end user

## Background

To succeed in a competitive world market, this global communications equipment company not only needs to get to market first with great products, but also get the right message across to different cultures in different languages. Often this has to happen around the world simultaneously. Whether creating a marketing campaign or communicating with customers, channel partners and investors, efficient and effective localisation of a wide range of material is key to business success. The company translates some 10 million words a year as it distributes:

- Customer documentation such as installation and user guides.
- Marketing documentation such as brochures, websites, datasheets and information for partner programmes.
- Training course documentation and e-learning.
- Corporate communications such as annual reports, investor communications and press releases.
- Business documents such as contracts and bids.

## The Challenge

Having grown through merger and acquisition, the company had many different practices, processes and systems in different business units around the world. Senior management identified that this was unsustainable and saw an opportunity to make the company more cost-competitive and responsive to market requirements by adopting common global approaches.

The translation and localisation process was one area where multiple practices, systems and suppliers across the business were a problem for speed, quality and cost. Significant rework was often required in the process of editing, translating and publishing. Where there was visibility of costs they were high, but total costs were often not even known.

So the company decided to implement a single global process for the localisation and publishing of documents, across the business, in order to:

- Create consistent documentation across product ranges, especially with regard to brand compliance.
- Improve the translation quality of localised materials.

# Improved brand consistency and translation quality. 54 % cost savings through better content reuse.

- Achieve faster turnaround, greater visibility and control.
- Reduce costs.

They turned to Xerox to partner with them to develop the necessary processes, implement the required solutions and support both processes and solutions globally.

## The Solution

The client and Xerox formed a joint implementation team to develop and roll out a global managed service for localisation and publishing in several phases over 18 months.

The localisation service covers translation into 40 languages, including Arabic, Japanese, Simplified Chinese and all the common Eastern and Western European languages. It handles approximately 500 translation projects each year, amounting to 10 million words. Xerox is responsible for:

- Implementing and managing industry-standard and bespoke localisation tools, including a repository for all existing translations that allows previous translation databases to be accessed and reused to ensure on-going consistency and significant cost savings.
- A secure, rapid-turnaround service for commercially sensitive documents such as financial reports, customer contracts and commercial bids.
- Related services such as desktop publishing of translated materials and the upload of translated software into systems.

The publishing service includes:

- An online ordering portal to place orders for hardcopies, CDs, DVDs, USB sticks and other digital media.
- A print reprographics service at different locations around the world.
- Associated logistics such as warehousing and delivery.
- The packaging of document and audio translations into e-learning and other systems.

The company also benefits from a simplified pricing model with a global rate card for publishing and delivery, a unified purchasing process and integration into its existing logistics infrastructure.

The multi-million dollar contract also provides for ISO-certified processes for quality and information security, single global service levels with improvement targets, and regular management information and reporting.

## The Results

The client has achieved its core business objectives of reducing costs, improving brand consistency and translation quality, and achieving faster turnaround times.

Specific outcomes include:

- Content re-use levels at 54 %, demonstrating that the solution is 54 % cheaper than a 'cottage industry' approach without translation memory reuse.
- >99 % achievement of delivery-on-time SLA against a customer target of 95 %
- >99 % achievement of quality SLA against a customer target of 95 %.

## The Challenge

- Adopt common global processes for the localisation of product documentation, marketing materials and corporate communications.
- Improve the brand consistency and translation quality of communications.
- Speed up the process.
- Reduce costs.

## The Solution

- Global managed service for translation and publishing.
- Secure, rapid turnaround service for commercially sensitive documents such as contracts, bids and shareholder communications.
- Localisation management tools, including translation memory for improved quality and consistency.
- Related services such as desktop publishing of translated materials, upload of translations for software, and packaging of e-learning modules.

## The Results

- Standard process across the world.
- >50 % cost savings through better content reuse.
- Faster turnaround times and >99 % achievement of delivery-on-time SLA.
- Better brand consistency.
- >99 % achievement of quality SLA.

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