



CASE STUDY

Sports Equipment Manufacturing Industry

A major French sports equipment manufacturer first contacted us in 2006. At the time, they were seeking a partner to translate, in 11 languages, the following types of documents:

- Packaging and product fact sheets (electronics, sports, textiles)
- Clothing tags
- Corporate communications
- Press Releases
- Contrats, Annual Reports
- Websites
- Subtitling, dubbing

CHALLENGES

- An annual volume of over 500,000 words per language in formats such as: XML, HTML, DOC, XLS, PPT, INDD, AI, TXT, PO.
- Recruiting and certification of 3 translators (1 primary and 2 back-ups) for each language combination and field of expertise.

Process et Solutions

Setup:

- Powerling assigned two Project Managers to work with this client. A secure FTP server was set up to make it easier to transfer project files. A translation memory along with a terminology database were created; this translation memory was categorized by different types of products. Finally, Powerling tested and recruited three translators for each language combination (to provide one primary translator and two back-ups).

Weely Translation Process:

- Translation orders that are sent each week are accompanied by a project brief that includes all pertinent information about the deadline, language, and context). A word count analysis is performed for each new translation order. The final translation steps consist of: translation and proofing of translated files; file formatting and delivery of files by e-mail/FTP; and updating the translation memory. Asian languages and Arabic are sent in vector graphics file format. Since the translated text is used for product packaging, final proofreading takes place before printing.

Satisfaction Client:

- All of Powerling's translators and proofreaders who work for this client visited a retail store for a day to see all the sporting goods product lines. As an ongoing check on service quality, the client receives quarterly surveys to measure their level of satisfaction. Finally, detailed invoicing reports are sent each quarter to the client's purchasing department.

Conclusion

In the first year, thanks to the use of translation memories along with Déjà Vu translation technology, Powerling saved 35% of the client's budget for its annual volume of six million words.

In January 2008, the client added seven new languages. Powerling undertook the translation of the same types of documents towards 18 total languages. At the end of 2008, cost savings were realized through an average duplicate terms rate of 47% for 11 languages and 34% for the other 7 languages.

By January 2011, two additional languages were added for Powerling to translate. Translation was now performed towards 20 languages for the same types of content and for the same file types. At the end of 2011, the client realized cost savings due to an average duplicate terms rates of 66% for 11 languages, 53% for 7 languages and 31% for the two final languages.

About Powerling

Powerling is a global full-service B2B language services provider. The company supports its customers global development by providing high quality, specialized multilingual solutions in four main business sectors: life sciences, legal & finance, IT & marketing, and manufacturing. Powerling offers a myriad of services in 75+ languages including translation, localization, desktop publishing, interpreting, and sustains its production with in-house developed language technology products.



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