



localization • translation • interpreting • consulting

Reaching International Markets: A truly multilingual project

"I have been impressed with the number of different languages that Commit can translate to and from as well as the fast turnaround times. Moreover, I can always trust on Commit to deliver on time." - Corporate Communications & Sustainability Manager (ICM Industry)

THE FACTS

Languages (alphabetically): Arabic, Armenian, Belarussian, Bosnian, Bulgarian, Chinese, Croatian, Czech, Dutch, English, Estonian, Finnish, French, German, Greek, Hindi, Hungarian, Indonesian, Italian, Kazakh, Latvian, Lithuanian, Macedonian, Norwegian, Spanish, Polish, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Turkish, Ukrainian – a total of 35 languages!

Product manuals localized: Over 68 different products and their updates (versions)

Time period: 2006 – today

Number of words: Approx. 3.5 million total for all languages

Savings over time: Over 50% compared to a full rate translation

Technology used: Translation Memories/Terminology: SDL Trados Suite

Number of people that worked on the project: Approx. 60, including Project Managers, Translators and Reviewers for all languages

Challenge

Our client, a global corporation based in Athens, Greece, specializes in the design, manufacture and marketing of Ice Cold Merchandisers (ICM) and the production of Glass Containers, primarily targeting the beverage industry. With production facilities in 10 countries on three continents, and clients in more than 100 countries worldwide, they needed a Language Services Provider to provide a complete solution for localizing their product material into the target markets.

Solution

Through our network of established in-country partners/linguists we were able to quickly identify the necessary resources that would best fit the client's needs and setup the necessary teams. This enabled the fast turnaround of the translation of the ICM user manuals in each language. In turn, the client was able to release its products in every country, on time and on budget. Gradually, as more manuals were translated, the Translation Memories being built up were also enabling us to provide new product manuals or updates even faster, maintaining terminology consistency and achieving money savings that were passed on to the client.

Outcome

- New diversified revenue streams achieved because the client can quickly release their products into the target markets
- Efficiency of localization process produces money savings that are passed on to the client
- In-country translation ensured material adaptation to local market requirements increasing utilization/adoption
- A sustainable international presence due to uniform localization strategy, terminology consistency and quick turnaround