



LingoLeap: Streamlining Global Content with Appbay's Ready-to-Deploy Translation Solution





Customer

Leading Translation
MNC



Business Domain

Translation



Solution

TransLinx Global



Tech stack

Appian, SQL Server 2016

Business Challenge/Need

The client, a prominent multinational corporation, found itself at a crossroads as it sought to navigate the intricate landscape of global content localization. With 100 production sites dispersed across 20 countries and a workforce of 7,000 employees, the corporation faced the formidable task of delivering a comprehensive product offering in 12 major languages. This ambitious undertaking was complicated by the relentless surge in content volumes, a constraint-laden budget, and the imperative to cater to an increasingly diverse and discerning global customer base.

Rising Translation Demand: Exponential growth in content demanded a scalable solution to meet translation needs.

Translation Time Constraints: Extended timelines in translating English to local languages required optimization.

Consistency Across Local Websites: Maintaining uniformity across diverse languages for a cohesive brand experience was challenging.

Optimizing Publishing Time: Timely publishing of content between English and local language websites was crucial for marketing and customer engagement.



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To address these challenges, a robust solution was implemented that empowered the project management offices and language offices of the client. The solution focused on enhancing the management and automation of the end-to-end translation and delivery process. An automated workflow was integrated with the company's content management system, facilitating the delivery of files for translation on a daily basis. Custom filters were employed to extract content for translation from extensive Translation Memories, and translations were applied seamlessly.

Key Features of the Solution:

Daily Automated Workflow: The application automated the translation workflow, ensuring that files were delivered for translation every day. This daily automation helped in keeping up with the dynamic content requirements of the global customer base.

Integration with Content Management System: The seamless integration with the client's content management system streamlined the translation and delivery process. This integration facilitated efficient collaboration between different teams and accelerated the overall content localization process.

Custom Filters and Translation Memories: The application utilized custom filters to extract content for translation, leveraging extensive Translation Memories. This not only enhanced translation accuracy but also contributed to maintaining consistency across different language variants.



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Why Customer Choose the solution?

The decision to adopt the presented solution stemmed from a careful consideration of its key advantages, addressing specific pain points, and aligning with the client's overarching business goals. Here's a breakdown of why the customers chose this solution:

End-to-End Automation:

Advantage: Streamlined translation workflows, reducing manual efforts and accelerating the entire process.

Daily Workflow Integration:

Advantage: Ensured consistent and timely content delivery through automated daily workflows.

Custom Filters and Translation Memories:

Advantage: Improved translation quality, reduced errors, and ensured linguistic consistency.

Scalability and Language Coverage:

Advantage: The solution's scalability accommodated diverse language needs, handling 20,000 monthly translation jobs across 286 language flavors.



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Business Impact & ROI

Scale and Efficiency: Approximately 20,000 translation jobs are created each month through the application, involving users from various parts of the world. Over 50 million words are translated across 286 different language flavors, showcasing the scalability of the solution.

Improved User Experience and Productivity: The solution has significantly improved the end-user experience by ensuring that the content is available in multiple languages in a timely manner. Automation has led to enhanced productivity, allowing teams to focus on strategic aspects rather than routine translation tasks.

Error Reduction: By automating the translation process, the application has significantly reduced human errors, ensuring high-quality, error-free translations across the global content.

Cost Reduction: The company has experienced a substantial reduction in costs as a result of the optimized translation process. This has enabled them to achieve cost efficiencies while expanding their global catalog rapidly.