

Microsoft EPX Looks to Lionbridge to Meet Massive Translation Challenges

The Translation Workspace is a software as a service (SaaS)-based solution that provides access and live updates to translation memory (TM) and glossary assets. It reduces the costs and human error associated with the exchange of TM, glossary and review package data between buyers and providers.

To support a variety of market-leading products, Microsoft Enabling Platform Experience Group (EPX) generates staggering amounts of translation. Its main product requires localization in 13 languages with 20 million words per language. Obtaining accurate translations is only half the battle. Finding qualified, available resources to deliver on time and on budget, in the traditional model, requires the extraordinary efforts of a large team.

Recently, EPX turned to long-term partner Lionbridge for solutions to several fundamental problems. It needed a more effective way to manage its community of translators. It wanted to increase production capacity and quality while reducing costs and timelines. And it needed a flexible, scalable platform capable of supporting its massive throughput.

A SAAS STRATEGY FOR SAVINGS

Working with Lionbridge, the EPX team configured its Translation Workspace tenancy to meet the challenges of control, collaboration, and volume. Live Assets™, available only in Translation Workspace, make assets associated with a project – translation memories, glossaries, and review packages – available in real time to all project team members. Translation Workspace now supports all EPX activities and users across 13 languages, with first-year throughput estimated at 600 million words.

From a management perspective, this scalable SaaS solution allows EPX to better align expenses with the annual peaks and valleys of its business. With SaaS, all assets are available to all contributors in real time, with 99.9% uptime. Growing work volumes can be accommodated without additional technology investment. Given that Lionbridge continually improves the platform, internal development costs are also eliminated.

“Having researched the market, it became clear that Translation Workspace was the best solution to meet our challenges of management, capacity, quality, and cost control.”

Eric Van Thorre
Principal Manager, Microsoft

GOALS

- + Integrate and support disparate community translators
- + Develop production capabilities sufficient to manage huge volumes
- + Eliminate systemic inefficiencies, quality issues and excess costs
- + Easily scale resources, meeting the challenge of uneven demand over time

EPX now has a system that integrates its heterogeneous community of translators in a secure environment with a common process.

“Translation Workspace is the only CAT tool on the market capable of handling our translation volume needs and also the size of the corresponding translation memories (TMs,) both in terms of legacy TMs and production TMs,” said Cristina Nardini, Senior Lead Program Manager, Microsoft.

ACROSS-THE-BOARD EFFICIENCY

Translation Workspace addresses issues of productivity, content quality, workflows and project management for the EPX team. Globally distributed teams manage, sequence and access language assets in real-time. With Translation Workspace’s Live Assets, they share their translations and collaborate in real-time, improving consistency and shortening cycles. Live Assets are also self-maintaining. They enable higher TM leveraging rates, streamline QA and review work, and eliminate costly synchronization and maintenance. Updates and changes are instantly available to all.

Translation Workspace also enables secure sharing of assets between companies, through a process called Asset Aliasing. This allows Microsoft to work with multiple service providers, all in one toolset, regardless of project type, while maintaining control of the assets and visibility into productivity.

Project Managers gain control through extensive reporting features, giving them a real-time view of work being done by over 150 contributors. “Translation Workspace offers the reliability and performance we need to be able to handle the millions of words we need to translate,” said Cristina Nardini, Senior Program Manager, Microsoft. “It also provides the flexibility to organize our work with different levels of permissions to the TM infrastructure and the tenancy, depending on the type of project and the role of the resources involved.” In short, what used to be done sequentially, slowly and with limited oversight is now done in parallel, quickly and with greater accuracy.

CAPABLE, SCALABLE, ECONOMICAL

The Translation Workspace platform supports the localization business model at the core of Microsoft EPX’s international product strategy.

The ability to exploit huge translation memories, some containing over two million segments in multiple languages, is yielding improvements in reuse and consistency, resulting in higher throughputs at much lower costs. EPX reports that reuse (of context and 100% matches) now stands at between 79-99% for each language.

SOLUTION

- + Lionbridge Translation Workspace
- + Infinitely scalable, cost-effective, SaaS-based services
- + Collaborative, real-time, translator productivity tools
- + Comprehensive, real-time reporting
- + Ongoing development to provide improvements

ABOUT LIONBRIDGE

Lionbridge is a provider of translation, development and testing services. Lionbridge combines global resources with proven program management methodologies to serve as an outsource partner throughout a client’s product and content lifecycle - from development to translation, testing and maintenance. Global organizations rely on Lionbridge services to increase international market share, speed adoption of global products and content, and enhance their return on enterprise applications and IT system investments.

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