

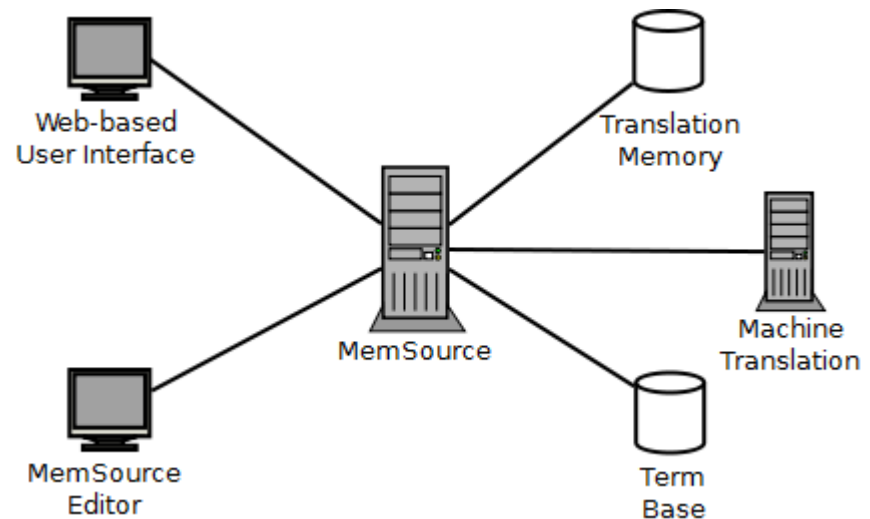
Deploying cloud translation technology for a market-leading client

Rachel Wilkes and Lisa Williams,
Asset Language Management
David Canek, MemSource



MemSource Introduction

- David Canek, CEO & founder of MemSource
- A complete translation environment
- Established in 2010
- Launched in 2011
- 10,000+ users in 2013





ALM Introduction

- Established in 2002 by Rachel Wilkes and Lisa Williams
- Turnover and global client base has increased year on year
- Full member of the ATC
- Employs 11 people including: 2 directors, a business development manager, an office manager with 3 PMs, 2 reviewers, vendor contact/assistant plus an IT/localisation manager



MemSource and ALM

- Introduced to MemSource at ATC conference in 2012
- Previous experience of cloud technology relatively negative
- Found MemSource user friendly and intuitive
- Keen to find an opportunity to use the system



Case Study - Problem

- ALM works with a market-leading customer
- The main contact is a key resource for internal technical translations
- They had never used translation memory before but were aware of its use
- Many of the translations were updates and completed manually
- ALM has a small team of translators for this client



Case Study - Problem

- The end client did not have time to share feedback on terminology
- ALM worked with an outdated glossary compiled over many years and a client-specific translation memory
- **Problem: how do ALM and the end client work together to share historic data and terminology knowledge?**

Finding a solution

- ALM asked its IT/Localisation Manager to assess various cloud-based translation solutions
- During the research, MemSource scored best in the following criteria:
 - 1) Functionality from ALM point of view
 - 2) Ease of use from client perspective
 - 3) Option to create bespoke workflow between ALM/client and translator
 - 4) Cost effective compared to other server solutions

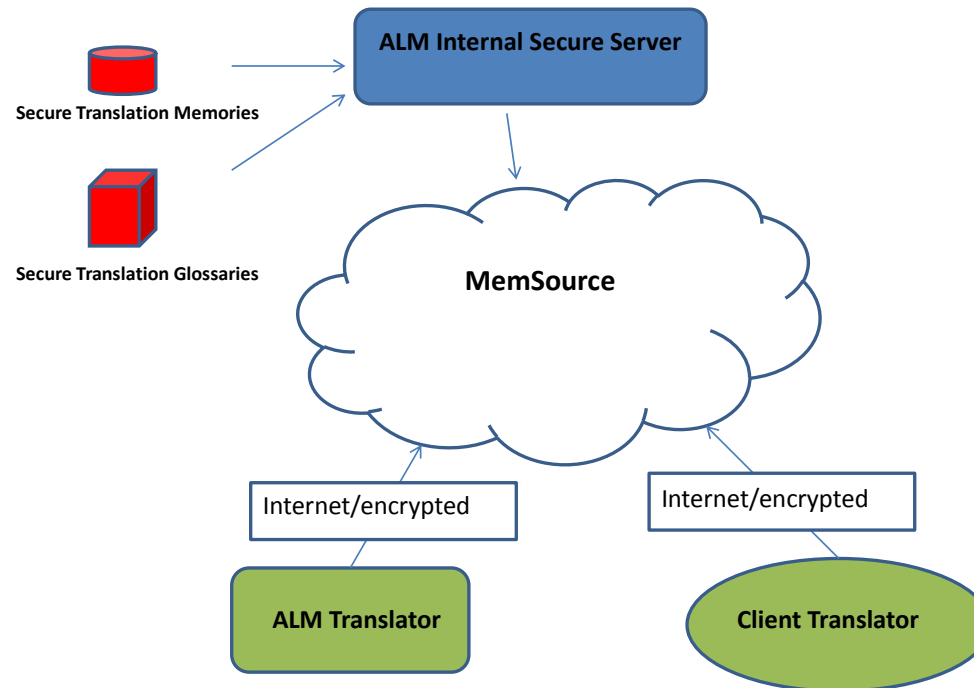
Implementing the solution

- ALM had to present to the client and sell the benefits of using MemSource:
- 3-way benefit (client/translator/ALM)
 1. Shorter deadlines
 2. Reduced costs
 3. Reducing client editing time (terminology/style)
 4. Knowledge sharing, resulting in better quality translations
 5. Client benefits from ALM historic data

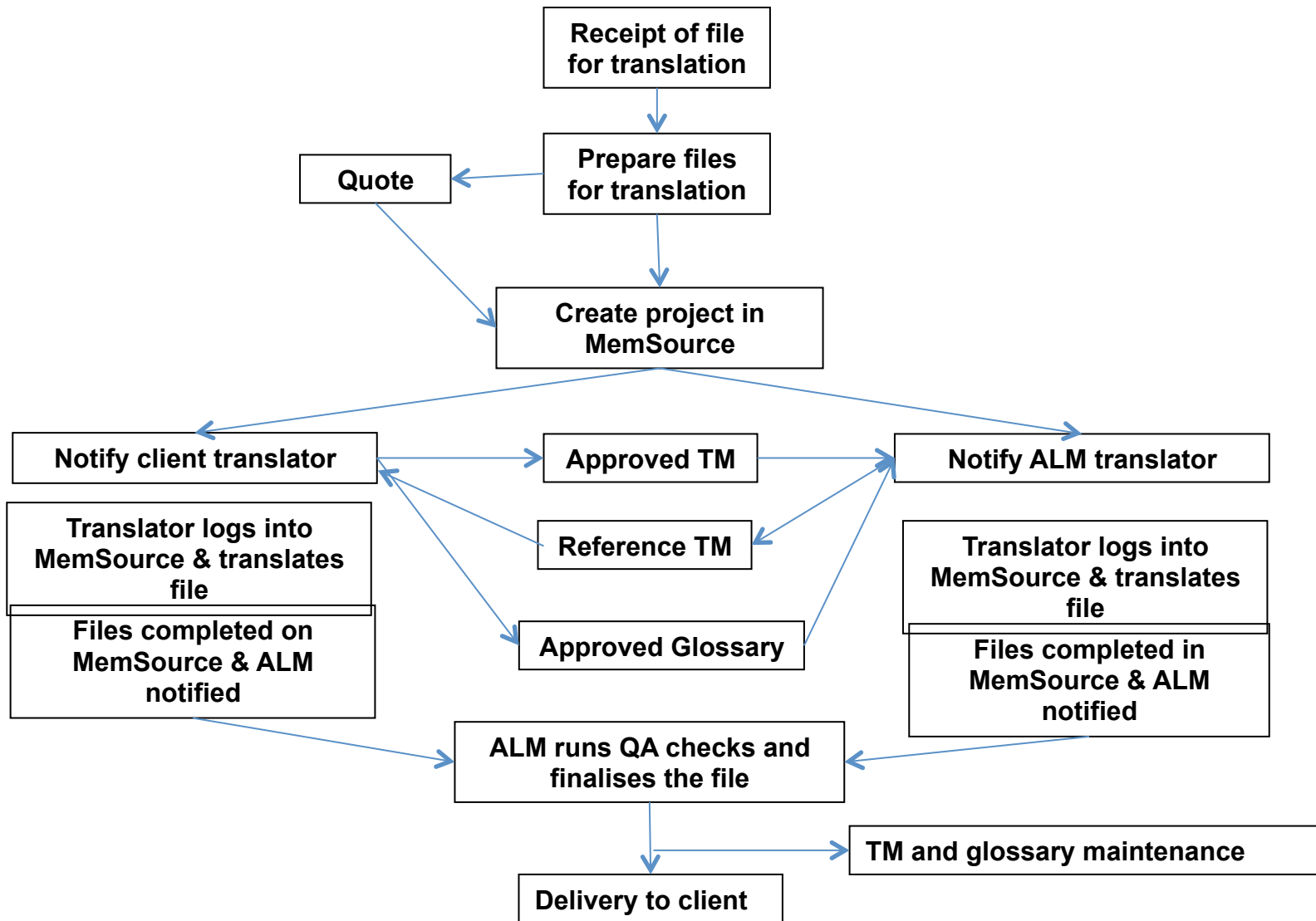


Proposed workflow

- Simple view



Detailed overview



In other words....

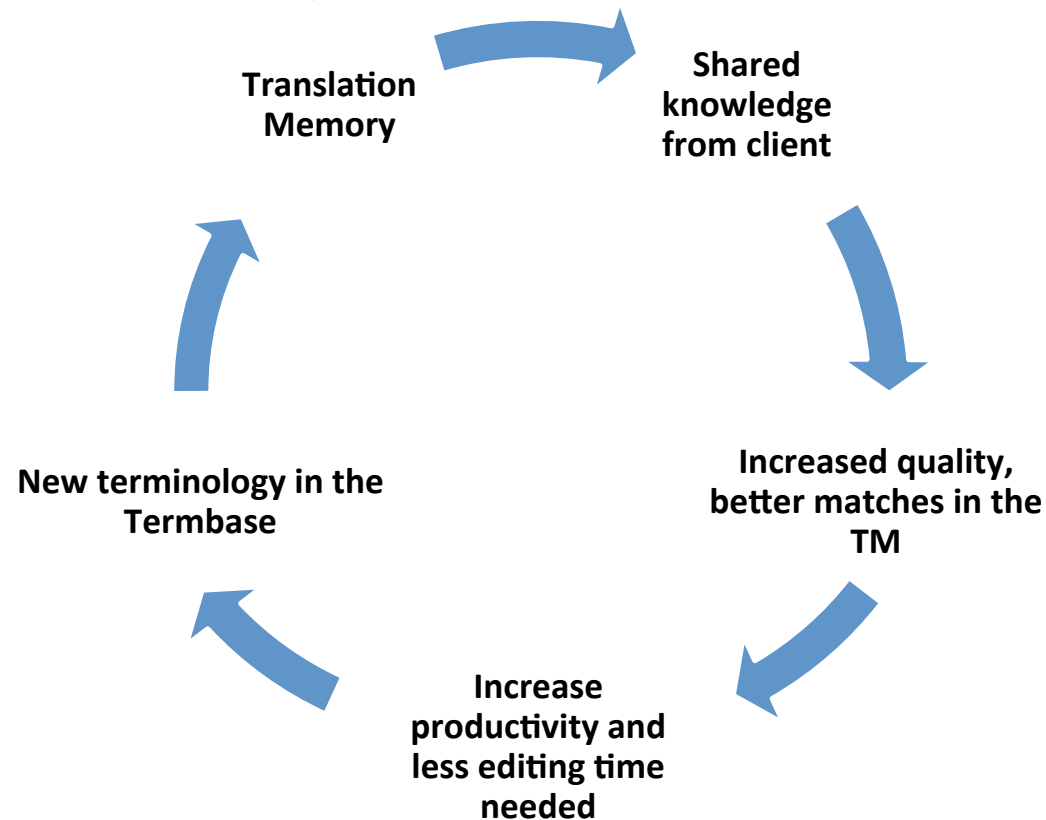
- ALM imported its historic TM to MemSource and gave all approved translators access to this stored data
- This TM was tagged as a “Reference TM” and a penalty set against it; ALM’s TM no longer takes priority
- An “Approved TM” was then created, containing all the approved data from the end client translator(s)



- ALM allocates different user rights to the TMs.
- ALM translators can access both the Approved and the Reference TM but can only save translations to the Reference TM.
- End client translators can access both the Approved and Reference TM and can save to both the Approved and Reference TM.
- The glossary works in a similar way (user rights/approval/reference and master glossary)

The idea of up-cycling

The more involvement the end client has in translating documents, the better the quality of the data saved in the TM. The up-cycling of data will increase productivity and will reduce costs further.



Demo



Conclusion

- Using MemSource improves the translation workflow for both ALM and its end client.

The end client benefits from:

Cloud TM technology
Cloud termbase technology
Data from the ALM TM
ALM file preparation
User-friendly interface
Increased output – higher efficiency
Full IT support and training (from ALM and MemSource)

ALM translators benefit from:

Cloud TM technology
Cloud termbase technology
Shared knowledge from client
Increased output – higher efficiency
ALM file preparation
User-friendly interface
Full IT support and training