Linguaserve finds more time to focus on quality assurance and client relationships

Case Study

SDL LSP Partner Program

Linguaserve are valued members of the **SDL LSP Partner Program** a global community of translation agencies who use SDL translation technology to help enhance their business offering.

Streamlining project and language resources management with SDL Trados solutions lets Linguaserve focus on adding value for clients

When you need a tourism or e-commerce website localized into multiple languages, who do you turn to?

Linguaserve, a Madrid-based provider of language services and multilingual solutions, is equally at home working with technical documents, marketing materials, financial reports, corporate communications, contracts and more, to meet the needs of clients all over the world.

As many languages as you need

Linguaserve's in-house team of project managers, terminologists, localization technicians, translators, reviewers and others is bolstered by an extensive global network of trusted freelancers. Between them, they have more than 50 languages at their fingertips and the ability to handle multilingual projects. They combine this with a specialist knowledge in many fields and industries to build bespoke project teams.

What used to be a problem, however, was the time-consuming manual work involved in creating and managing multiple translation project packages.

"We had to create a separate project package for each target language and file type, and email them individually to the relevant translators and reviewers," says Irene Matias, Project Manager at Linguaserve. "We knew we had to find a more efficient way of working to help project managers and coordinators make better use of their time."

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> **Almudena Ballester Carrillo**
> Language Resources & Technologies Coordinator
> Linguaserve

The right technology makes a real difference

Linguaserve evaluated a number of technology options, including upgrading to the latest version of its existing software. It decided to switch to the integrated suite of SDL Trados solutions: Studio (used by many of its freelancers), GroupShare, MultiTerm and SDL Language Cloud Machine Translation. It also added SDL Language Cloud, accessible via SDL Trados Studio, to its machine translation toolkit.

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Task automation leaves more time for QA

Life is now much easier for Linguaserve's project managers, who between them handle around 120 new translation projects every day. SDL Trados GroupShare automates project creation with templates that accelerate the setup of multilingual projects.

The technology can handle the latest file formats, such as complex .xml, and for the first time, project managers can include multiple file types in a project.

Integrating seamlessly with Plunet, Linguaserve's business management system, SDL Trados GroupShare streamlines the project work-flow saving project managers a great deal of time and effort. Indeed, Linguaserve integrates all SDL applications in a proprietary platform (Localization, Interoperability and Translation Standardization Platform – PLINT) with third party business intelligence systems. This allows Linguaserve to offer advanced multilingual solutions to their customers.

"As well as being more productive, our project managers can spend more of their time focusing on quality assurance and engaging with clients, which is much more cost-effective than moving projects around," says Matias.

A simpler way to manage language resources

SDL Trados technology is helping Linguaserve find better ways of managing language resources. Linguaserve uses SDL Trados GroupShare to manage and store translation memories (TMs) and termbases centrally – a significant improvement on keeping files in shared folders, and one that allows them to exploit previously translated content much more easily than before.
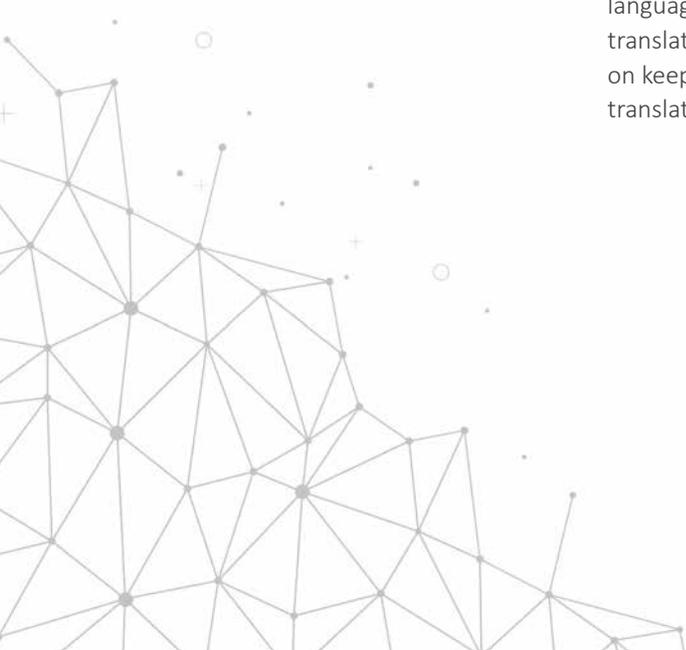
Results

- Simplified project package creation and management through templating, automation, and integration with Linguaserve's project management system
- Project management hours released to spend on quality assurance and client service
- Faster turnaround of higher-quality, more consistent translations through easy reuse of previously translated content
- Ability to offer more language pairs and variants with more efficient language resources management
- Support for business growth with increased efficiencies and a robust, scalable translation technology platform

Solution elements

- SDL Trados Studio
- SDL Trados GroupShare
- SDL MultiTerm
- SDL Language Cloud Machine Translation

"We can now get full benefit from previous translations: translators can simultaneously access TMs stored in GroupShare from within SDL Trados Studio. This allows us to re-use each others content, in real time, to save time and effort and improving consistency," says Almudena Ballester Carrillo, Language Resources Coordinator. "We can also update TMs in real time and easily import TM exchange (TMX) files we receive from our clients."

Instead of being restricted to a project-specific TM, Linguaserve can include a client's entire translation memory and termbase, making them available to translators via SDL Trados GroupShare.

"A complete TM and up to date termbase gives translators more resources and context to draw on, and lets them benefit from more fuzzy matches — all of which helps them to work more efficiently and deliver a higher-quality translation at the first pass," says Matias.

Using SDL Trados GroupShare, Linguaserve has streamlined its approach to terminology management. Instead of struggling to maintain control over complex glossary databases, Linguaserve can now update terminology quickly and easily.

"Our biggest glossary covers 38 languages and is updated every day," says Ballester. "I know that every change is visible to everyone as soon as it's made, which gives me confidence that all our translators are incorporating the latest terminology into their work."

A platform for continued growth

Since implementing the SDL Trados suite of solutions, Linguaserve finds it can respond more readily to client requests for new language pairs, such as Spanish-Urdu and Thai-Spanish. It can also offer more language variants, such as Valencian (a variant of Catalan), and multiple Chinese languages.

"I can start building TMs and terminology resources straight away, so they're ready for use whenever a new project requires them," says Ballester.

As Linguaserve continues to grow and pursue new opportunities, it expects to go on expanding the range of languages and services it provides. By transforming project management and language resources management with SDL Trados, the company has created a robust and scalable platform it can rely on to support that growth.

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