



WHY WOULD I WANT TO CENTRALIZE ALL MY TRANSLATION?

You may be using several language service providers (LSPs) to handle the translation of your content. If you are, you probably already know that it takes a lot of effort to manage multiple LSPs.

The cost of maintaining several LSPs can be difficult to estimate because many of the costs are “soft” and not often considered in the calculation.

With multiple teams and LSPs, there will be separate price lists, separate processes, and separate people to talk with for each project and language. As you add languages and products to your project list, it becomes more time-consuming and complicated to manage.

Issues with Decentralization

1. Communication challenges
2. Inconsistency across markets
3. Staggered deliveries; time-to-market variations per language
4. Lack of collaboration between LSPs
5. No sharing of assets and best practices
6. Fragmented and differing processes
7. Various billing and accounting methods; challenges in getting a handle on your total spend
8. No central responsibility for quality
9. Duplicated work; preparation not shared across LSPs

How Centralization Works

Centralization involves giving all your translation and localization work to one LSP, most often an MLV (Multi-Language Vendor). The ideal MLV can handle all your languages, all your file formats, and your entire volume of work. However, many large companies may choose to work with two or three MLVs to ensure they have the resources needed to cover an extremely large volume of work.

What to Expect When Centralizing with an MLV

1. Accountability and ownership through a single point of contact for your entire program (all languages and deliverables)
2. Global offices that can handle requirements from different divisions in your organization
3. Capability to handle large volumes
4. Capacity in all your required languages

5. Standardized, cross-language, cost-efficient processes
6. Worldwide quality assurance; proven quality processes
7. Preparation sharing across projects
8. Centralized assets, accessible to all translators working on the account (glossary, translation memory, and style guide)

But why centralize? What are the benefits? Doesn't having more than one LSP provide more flexibility and better pricing?

Top 10 Reasons to Centralize Your Translation

1. Centralization can save up to 15% over multiple LSPs. One LSP can size up your entire program and develop program-level processes that bring costs down.
2. An MLV can look at your deliverables and give feedback on how to design them for optimal translation into all your program languages.
3. Cost savings also come from lowered internal costs of translation: MLVs handle setup, terminology, preparation, desktop publishing, and query management all at once for all markets.
4. Leverage is increased because translation memories are used on all projects; increased matching is realized and reflected in your project costs.
5. Your staff has less to do so your internal management costs are reduced.
6. Volume discounts are possible when a single provider deals with all your language requirements.
7. Quality is consistently high due to unified processes, technology deployment, and QA procedures.
8. There is only one language technology solution to implement.
9. You have greater budgetary control.
 - One invoice per month, rather than many
 - Easily collated spend information
10. Better collaboration with your vendor leads to increased consistency between languages.

- Queries on translation issues can be leveraged across languages, generating a consistent translation approach between the various target languages
- Schedule benefits
- Quicker time-to-market
- Consistent and predictable turnaround times
- Simultaneous release of localized versions

Example

A large IT client had a list of LSPs. It was up to the Project Manager to contact one of the LSPs to get pricing, quotes, and certain translation projects done. Often, the PM would send the project to multiple LSPs to shop around for the best price. Overall, translation quality was inconsistent, the same assets were not used by all the LSPs, and there was dramatic variation in production time across projects. Often, one or another of the LSPs would decline a large or short-turn piece of work because they did not have capacity that week. This company began to think about centralizing all its translation work with one vendor.

The LSP they chose developed a pricing list and a master services agreement (MSA). The MSA governed price, turnaround time, quality levels, and communication protocols for the entire translation program. As a result, the company began receiving predictable, consistent, and high-quality translations.

Three Things You Should Know

1. Working with several LSPs can be complicated and unnecessary.
2. An MLV can help you get a handle on your company's localization spend, process, and quality.
3. An SLV may be able to give you better pricing than an MLV on the language they provide, but your internal management effort is likely to counterbalance the savings.

About Lionbridge

Lionbridge (Nasdaq: LIOX) is the leading provider of translation, localization, and testing services. Organizations in all industries rely on Lionbridge language and testing services to increase international market share, speed adoption of products and content, and ensure the integrity of their global brands. Based in Waltham, Mass., Lionbridge operates across 26 countries, and provides services under the Lionbridge and VeriTest® brands.

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