



# DO YOU REALLY NEED A TMS?

## Case Studies of Transitioning from a TMS to AI

In the current age of AI, a third-party Translation Management System (TMS) alone may not be enough to compete with brands worldwide. Here are four case studies of how Lionbridge helped industry giants transition localization and translation workflows from a TMS to an AI content orchestration platform.

### CASE STUDY 1 DISCARDING THE TMS — AND ITS COSTS AND LABOR



**Customer:** A global consumer brand

#### Customer's Challenges

- Operating and managing their own paid, third-party TMS
- Running internal localization teams and reviewers
- Handling all workflows, assets, and approvals
- High costs of an ongoing TMS license, hosting, and maintenance

#### Solution

- Customer discontinued their TMS as part of a broader initiative toward automation, scale, and AI first localization
- Lionbridge acquired control of localization operations
- Lionbridge Aurora AI™ became sole new production and review environment

#### Benefits

- The customer's team can now focus on other strategic business priorities as Lionbridge manages the maintenance of workflows, orchestration, translation memories, terminology, prompts, QA, and reporting
- Customer has fully embraced AI automation in its localization workflows, meeting pressure from its board for AI usage
- Saving thousands in third party TMS license and hosting fees

### CASE STUDY 2 A SEAMLESS SHIFT FROM STAR TRANSIT



**Customer:** Global leading automotive brand

#### Customer's Challenges

- Using (and paying for) Star Transit, a customer-owned third party TMS
- Maintaining and governing core linguistic assets (including the TMS and terminology databases)

#### Solution

- Customer moved production and TM governance from Star Transit to Lionbridge
- Lionbridge seamlessly exported large-scale TM assets from Star Transit to our system

#### Benefits

- By offloading localization workflows and asset management, the customer's team regains thousands of hours for business-critical tasks
- Lionbridge Aurora AI™ automates production workflows and linguistic asset management
- Lionbridge handles TM structure, cleanup, prioritization, and leverage logic
- Customer is freed up from operating production, QA, and delivery workflows
- Saving thousands of dollars in Star Transit hosting & maintenance fees

## CASE STUDY 3

### CONSOLIDATING LOCALIZATION TO CUT VENDOR AND TMS MANAGEMENT COSTS



**Customer:** A leading data management software company

#### Customer's Challenges

- Managing a multi vendor localization model
- IT department spent thousands of hours operating and maintaining a third-party TMS
- Paying tens of thousands of dollars in licensing and maintenance fees for a third party TMS
- Localization team spent significant time handling localization workflows for a TMS

#### Solution

- Customer chose consolidated localization solely with Lionbridge
- Customer eliminated their third-party TMS

#### Benefits

- Customer reclaimed thousands of hours of labor for more business-critical projects as they chose to have Lionbridge manage key responsibilities, including:
  - Project management
  - Linguistic assets
  - Automation
  - Reporting
  - Language asset governance
- Notable high-volume translation and localization discounts for choosing to consolidate with Lionbridge
- No more steep TMS maintenance and licensing costs

## CASE STUDY 4

### MOVING FROM XTM TO AI TO SAVE SIGNIFICANT TIME AND MONEY



**Customer:** A global digital communications platform

#### Customer's Challenges

- Using XTM to manage multiple localization vendors
- Maintaining and paying for XTM
- Tracking visibility, reporting, and a high volume of localization workflows across many vendors

#### Solution

- Customer chose to consolidate with Lionbridge
- Moved production from XTM to pursue AI-driven workflows
- Lionbridge seamlessly migrated customer's TMs to our own system

#### Benefits

- By choosing to consolidate all localization projects with a single vendor, the customer saves thousands of dollars annually. Lionbridge now oversees:
  - Workflow orchestration
  - Linguistic assets
  - Automation and quality instrumentation
- Customer gains back thousands of hours of labor on production, MT/APE, QA, and delivery
- Saving 40% of budget in localization and translation by cutting TMS licensing and maintenance fees



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