Author it ® LIONBRIDGE

HOW LIONBRIDGE & AUTHOR-IT INCREASED EFFICIENCY & REDUCED COSTS FOR PHILIPS PERSONAL HEALTH

TRANSLATION COSTS REDUCED BY 40%	INCREASED EFFICIENCY	188% VALUE IN 2018

The Challenge

Philips Personal Health partnered with Author-it to develop a "DFU improvement team" to analyze and enhance the creation, translation, and publication process of its Directions for Use (DFUs). The company had struggled with variable quality, long turnaround times, and an inefficient review process. Philips strived to make the overall DFU creation process 25% more efficient and outlined five goals in support of this objective:

1) Reduce the number of changes made during the DFU creation process

2) Increase standardization and reuse to shorten lead time, meet deadlines more readily, and reduce translation work and spend

3) Reduce resources spent on the review process

4) Gain efficiency at publication

5) Improve the reliability and efficiency of the documentation system

In order to generate increased efficiency, Philips needed to optimize its translation process. The company needed a language service provider (LSP) that could integrate seamlessly with Author-it, thereby streamlining the translation process and creating efficiencies through increased automation and centralization.

Philips' previous LSP was unable to integrate with Author-it, but Lionbridge could. Philips was attracted to Lionbridge's integration with Author-it, which would lead to increased automation and a streamlined translation workflow—important factors in meeting the overarching objective of improving the efficiency of the DFU process.

About the Client

Philips Personal Health is a division of Philips Global. This division focuses on delivering innovative customer solutions in areas including male grooming and shaving, mother and childcare, oral healthcare, beauty and skincare, and more. Philips Consumer Lifestyle is headquartered in Amsterdam, the Netherlands.

About Author-it

Author-it Software Corporation is a world leader in cloud-based component authoring solutions for collaborative content development and multi-channel publishing. With over 20 years of experience, our platform enables organizations across the globe to efficiently and effectively author, share, and reuse information across multiple forms of content for critical business needs. With innovative enterprise solutions that support common industry standards in Documentation, Training & eLearning, and SOPs, we help businesses streamline their content processes through increased productivity, better accuracy, improved customer experience, tighter compliance, substantial cost savings, and positive impact on revenue. Author-it is based in Wellington, New Zealand with offices in Seattle, WA and The Netherlands.

About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, Lionbridge has helped companies connect with global customers by delivering marketing, testing and globalization services in more than 300 languages. Through its world-class platform, Lionbridge orchestrates a network of 500,000 passionate experts in 5,000-plus cities, who partner with brands to create culturally rich experiences. Relentless in its love for linguistics, Lionbridge uses the best of human and machine intelligence to forge understanding that resonates with its customers' customers. Based in Waltham, Mass., Lionbridge maintains solution centers in 27 countries.

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The Solution

Lionbridge and Author-it worked together to increase efficiency and reduce overall costs. To reduce desktop publishing (DTP) costs, Author-it:

- Utilized a sophisticated publishing engine and output templates to remove as much DTP as possible
- Is devising a system of approving and manually correcting layout only at the final stage following review and approval of all content
- Instituted a process of finalizing layout only after translations have been approved
- Limited the number of different layouts available for use

A major goal of the DFU Improvement Team was to reduce translation costs and lead times. By partnering with Lionbridge, the team optimized the process by leveraging the Lionbridge Integration for Author-it and working within a single streamlined system. This led to the desired translation cost reduction by:

- Increasing and enforcing a higher level of standardization and reuse in the single sourcing system
- Handling all translations through one process
- Improving the workflow and translation quality
- Reducing project management costs

The Results

Together, Lionbridge and Author-it were able to dramatically increase efficiency, lower DTP costs, and reduce translation costs.

"Switching translation vendors to Lionbridge has made a big impact," said Rob Bakker, IT Business Partner. "Not only did we automate the localization workflow between Author-it and Lionbridge, Lionbridge also upgraded Philips' Translation Memories to optimize the matching result with Author-it content."

In 2018, Lionbridge processed 4,331 jobs comprising over 3 million words translated in 45 languages. By upgrading Philips' Translation Memories, Lionbridge has helped the company realize a value of 188% of its translation spend.

"Both Author-it and Lionbridge showed great interest and expertise in driving the cost down for Philips," said Agnes Vonk-Lub, DFU/IFU Group lead. Since partnering with Lionbridge and Author-it, Philips has reduced its translation cost by 40%.