LIONBRIDGE

EXPERTISE IN SAP GLOBAL IMPLEMENTATION

Lionbridge's critical role enabled a multinational food processing company to execute an SAP rollout successfully

7 MILLION WORDS TRANSLATED	51 LANGUAGES	EXPANSION OF GLOSSARY AND DNT LIST

THE CHALLENGE

Our customer's business focus evolved and expanded over time. The company acquired numerous businesses worldwide, each with its own IT systems and ways of doing things. It initiated a digital transformation through a global SAP rollout to unify these disparate systems and standardize business processes. It ultimately strived to operate as one cohesive enterprise globally and across its business units. The first phase of its SAP rollout was essential to achieve this goal.

The company sought expert guidance from Lionbridge to execute its SAP global rollout. Lionbridge helped the customer:

» Obtain efficient and effective translations of all internal communications in more than 50 languages.

» Revise and expand its outdated glossary and Do Not Translate (DNT) list.

» Manage its review process and hundreds of reviewers via Lionbridge's cutting-edge translation portal.

» Implement the rollout quickly and efficiently by adhering to a tight project timeline.

THE RIGHT LANGUAGE PARTNER IS CRITICAL FOR DIGITAL TRANSFORMATION

SAP is a prevalent ERP software that enables companies to centralize and standardize their business processes to enhance efficiency. Partnering with a trustworthy Language Service Provider (LSP) experienced in SAP global rollouts is essential for an effective implementation.

This multinational customer turned to Lionbridge to translate all internal communications associated with the rollout, a critical success factor for its SAP global implementation.

ABOUT THE CUSTOMER

Our customer is a global leader in the nutrition space, occupying a spot in the Fortune 100. The multinational food processing company operates on six continents, striving to meet nutritional needs and promote health worldwide. Its work affects millions of people.

THE SOLUTION

After gaining an understanding of the customer's requirements, Lionbridge implemented its SAP translation process to translate millions of words in a short timeframe. Several tactics facilitated the translation process, leading to a successful SAP global rollout.

USE OF THE LIONBRIDGE LAᴵNGUAGE CLOUD™

Lionbridge onboarded hundreds of project owners and reviewers to use the Lionbridge Laᵢnguage Cloud portal, an AI-powered content platform that increases content velocity.

The portal enabled Lionbridge to streamline the translation process, enhance efficiency, and execute a vast number of translations quickly for different customer teams all over the globe.

The SAP translation work included the translation of eLearning and other training materials, facilitator guides, and job guides. Lionbridge translated:

- Video and audio files
- Emails
- Posters
- Word documents
- PowerPoint presentations

TERMINOLOGY

Lionbridge flagged inconsistencies in the customer's legacy Translation Memories (TMs), outdated glossaries, and conflicts in terminology among different teams. Lionbridge suggested ways to address these issues and worked with the company to develop solutions that would provide long-term value for future translations and rollouts.

TIMELINES AND VISIBILITY

To meet demanding timelines, Lionbridge provided visibility into project statuses by:

- Creating a status report tracker in SharePoint, enabling stakeholders to independently access the translation status daily.

- Training team members to run review and cross-over reports in the Laᵢnguage Cloud, making pertinent information readily available and eliminating the need for the customer to email and instant message Lionbridge project managers for answers.

These tactics saved time and enhanced the project workflow by removing extra communication since team members could access relevant information when needed.

SUPPORT

Lionbridge provided training materials and demonstrations (live and recorded for on-demand consumption) and held daily meetings as long as necessary with teams requiring additional support on using new tools. Lionbridge went to great lengths to ensure the company's stakeholders were comfortable with these tools, including the available online review tool, to enhance translation speed and efficiency.

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THE RESULTS

The company's partnership with Lionbridge enabled it to make significant strides with its SAP global rollout, successfully completing the first phase. **Lionbridge accomplished the following objectives:**

Translated **7 million words** in **51 languages**

Collaborated with the customer to **expand and enhance** its existing glossary and DNT list

Streamlined and successfully managed the customer review process to achieve **timely reviews**

Adhered to rollout release dates, completing translations within **six months**

The customer will implement additional SAP rollouts. It has tapped Lionbridge to continue SAP translation work in 2024 and 2025, a testament to its satisfaction with the engagement and confidence in Lionbridge's ability to provide ongoing meaningful contributions.

"We are the partner that companies can trust to support global SAP and other ERP rollouts. Having successfully completed translation work for multiple SAP rollouts, our process enables us to anticipate and meet customer needs before they arise so that we may deliver a high volume of quality translations on time."

— Jim Weber, Lionbridge Chief Revenue Officer

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