



LOCALIZATION VENDOR CONSOLIDATION

HOW A SOFTWARE COMPANY TRANSFORMED ITS LOCALIZATION PROCESSES

by Implementing a Single-Vendor Solution With Lionbridge

ENHANCED EFFICIENCY. SIGNIFICANT TIME SAVINGS. SUBSTANTIAL COST SAVINGS.

FROM 30+ TO 1
VENDOR CONSOLIDATION

NO COST
TMS

99%
ON-TIME DELIVERY

A SINGLE-VENDOR STRATEGY: THE SMART CHOICE

Many enterprises are shifting away from a multi-vendor approach that relies on a third-party Translation Management System (TMS) for their localization. Instead, they're opting for a single-vendor approach with the right partner to achieve impactful business outcomes they cannot attain with multiple vendors.

THE CHALLENGE

After integrating the localization function into the marketing department, our customer worked with 30+ LSPs to meet its localization needs. This multi-vendor approach required managing numerous vendor relationships, including repetitive onboarding, payments, and quality control tasks. Additionally, the company incurred ongoing costs associated with operating a third-party Translation Management System (TMS), including paying licensing fees and dedicating IT staff to run it. The multi-vendor strategy proved inefficient, costly, and burdensome as the team had to perform many localization tasks. Seeking to streamline processes, reduce complexity, and save time and money, the customer pursued a single-vendor solution with Lionbridge.

ABOUT THE CUSTOMER

Our customer is a U.S.-based, privately held software company that provides data protection and recovery. As an industry leader, it generates \$1 billion in revenue.



If you own and implement a third-party Translation Management System, you are responsible for much of the localization process. You must hire staff to operate the TMS and manage your Translation Memories and workflows. We can do it all so that you can focus on your core business.

Colm Connolly | Lionbridge
Senior Global Program
Director, Operations



LIONBRIDGE



THE SOLUTION

CENTRALIZING LANGUAGE SERVICES: THE SCOPE OF WORK

Lionbridge took over the work of all 30+ vendors with a comprehensive suite of language services, centralizing localization for the company's marketing and sales content.

Lionbridge delivered the following language services:

- Translation and localization for seven core languages and 12 non-core languages
- Desktop Publishing (DTP)
- On-Screen Text (OST) production
- Technology-related work, including:
 - Project management within the customer instance of Jira
 - Web preview in Adobe Experience Manager (AEM)
 - Connector and Universal File Connector (UFC) integrations for internal applications like Jira, WordPress, and AEM

THE ONBOARDING PROCESS

Lionbridge rolled out its translation platform within a week of the engagement. A dedicated onboarding team continued to work closely with the customer to fully understand and analyze the company's translation needs across various content types, develop multiple integrations, and fully personalize the solution to meet specific requirements.

Implementing Advanced Technology

Lionbridge replaced the customer's third-party TMS with its tech platform, which includes Lionbridge's TMS, Computer-Aided Translation (CAT) tools, a portal, workflow management features, online customer review capabilities, and connectors. Lionbridge fully manages its TMS and provides it for free as part of its services.

Customizing to Client Needs

Lionbridge held multiple workshops:

- Lionbridge's Desktop Published creative team, including Figma experts, worked with internal teams to understand the nuances of their layout and formatting requirements.
- Lionbridge worked with internal reviewers to understand quality requirements.

SIMPLIFYING THE LOCALIZATION PROCESS

Lionbridge's solution removed multiple tasks associated with a multi-vendor strategy and simplified the localization process to the following three easy steps:

- 1** Submit content through Lionbridge connectors, never having to leave the applications employees work with daily.
- 2** Check the status of the project.
- 3** Review the quality of the work.

THE RESULTS

By centralizing its language services through a single-vendor approach with Lionbridge as its partner, our customer was able to eliminate various costs and operational burdens, including:

- Paying yearly TMS licensing fees
- Dedicating IT resources to operate and manage the TMS
- Upgrading software
- Configuring automated workflows, updating Translation Memories (TMs), and maintaining glossaries

Through extensive efficiency gains, the customer was able to:

- Localize more within the same budget and fewer internal resources
- Enter new markets
- Devote considerably more time to its strategic initiatives instead of vendor and TMS management

The customer benefited from timely and reliable project completions as Lionbridge provided a 99 percent on-time delivery rate. Moreover, the enterprise awarded Lionbridge's key internal contact for their pivotal role in the company's significant organizational transformation, an achievement made possible with Lionbridge's support.



Partnering with Lionbridge has empowered our customer to transform its localization processes, significantly enhancing operational efficiencies. Our customized solutions' substantial time and cost savings have allowed them to focus on high-value strategic growth. We're proud to play a pivotal role in their success.

Becky McFarland | Lionbridge
Enterprise Sales Director



SINGLE VENDOR APPROACH: BENEFITS AT-A-GLANCE

Companies embracing a single-vendor approach can attain the following benefits:

Increased Efficiency and Simplicity: Obtain faster localization turnaround times and decrease complexity through a reduction of administrative overhead and a streamlining of workflows

Cost Savings: Eliminate expenses associated with operating a third-party TMS and further reduce costs by consolidating vendor management

Consistency in Quality and Brand Voice: Achieve consistent terminology, tone, and style across all markets

Stronger Partnership and Strategic Alignment: Secure deep partner collaboration for continuous improvement and effective execution of global strategy

Greater Visibility and Control: Improve decision-making ability through standardized reporting and analytics

Enhanced Quality: Decrease the risk of translation errors and inconsistencies compared with results from multiple providers

Increased Focus on Core Business: Devote more time to strategic activities by being freed from localization activities



LEARN MORE AT
LIONBRIDGE.COM