



SWISSCOM PARTNERSHIP: OVER 20 YEARS OF ANNUAL REPORT TRANSLATION

28 TRANSLATORS

21 ANNUAL REPORTS
TRANSLATED

85,000 WORDS TRANSLATED
EVERY YEAR

A company's annual report is one of its most critical communication pieces. It shapes their image and tells their story to investors, clients, vendors, the press, and more.

A robust annual report inspires loyalty and interest in a company's stakeholders. It also carries its own specific, persuasive voice and style — even across various languages.

These reports are often challenging to write and translate due to highly technical financial material, sustainability reporting requirements, tight deadlines, and continuous delivery of source texts. Organizations may be writing or gathering material for the report up until the end of the translation process. Lastly, annual reports demand exceptional security and confidentiality standards. Organizations have security requirements because

annual reports contain highly sensitive material, financial data, and brands' proprietary language and style guidelines.

Swisscom, a major player in the telecommunications industry, has entrusted Lionbridge with translating its annual report for over 20 years. Their most recent report was a hefty 200 pages (approximately 85,000 words). To help Swisscom meet tight deadlines, Lionbridge completes its translation concurrently as the client finishes writing their report. This condition makes an efficient, organized translation process especially imperative.

Swisscom entrusts Lionbridge with translating this vital communication every year. They rely on our extensive experience in finance, corporate communications, and over 20 years of familiarity with their own company and annual report.



About the Customer

Swisscom is Switzerland's leading telecommunications company and a leading IT company. It's headquartered in Ittigen, which is located near the capital city of Berne. Outside Switzerland, Swisscom has a presence on the Italian market. There, they conduct business as Fastweb. With more than 19,000 employees, Swisscom has generated annual sales of CHF 11.112 billion. It's 51% Confederation-owned and one of Switzerland's most sustainable and innovative companies.

The Challenge

This project required multiple languages (German, English, French, and Italian), complex financial subject matter, and tight, rigid deadlines. Additionally, Swisscom needed translation for a notably high volume: its report comes in at 85,000 words. Translating Swisscom's annual report necessitated utilizing teams of nearly 30 translators. All translators had to be networked, with real-time access to any current translations and translation memories. They needed access at any time, from any location.

Swisscom's annual report was concurrently written as Lionbridge translated it. This timeline created a few difficulties. Firstly, the sizable translation teams each needed real-time access to a continuously updated terminology database. This access would improve their efficiency (and the project's cost efficiency).

Access would also ensure the consistency of the language and style of the translations across the entire annual report. The second potential difficulty was that our project management team needed to be able to make abrupt changes to the translation process. Sometimes, Lionbridge needed to quickly dedicate resources to new source materials or make unforeseen changes to the existing material.

The Solution

Lionbridge served Swisscom's needs in three ways. Firstly, our team of 28 translators had expertise in three highly technical topics: the telecommunications industry, financial reporting, and Swiss sustainability reporting requirements. Sustainability reporting is highly specialized, relatively new, and crucial for compliance with Swiss regulations. We benefited from translating their sustainability report during the same year.

This content comprised a significant amount; half of their 2022 annual report. Financial reporting is an equally demanding sector, one Lionbridge's language experts excel at. We regularly handle financial reporting projects for other clients. Sometimes, we even write their annual reports for them. We aren't just adept at translating annual reports. We also understand on a fundamental level how they're written and constructed. To ensure pristine accuracy for the translation, we appointed a lead translator for each of the three target languages. The lead translators coordinated and reviewed everything for consistent quality control.

The second way Lionbridge served Swisscom was with a flexible translation process. Because they were writing and updating the report as we translated it, Swisscom needed us to be responsive to occasional

quick changes and new source text. We dedicated over 300 hours and four months to the translation, feedback, and revision of its annual report. Lionbridge also brought a robust team to the project, so we could always be prepared for new or updated text. In addition to 28 translators, we assigned two project managers, one account manager, and one language excellence manager. With this massive team, we were prepared for feedback on the translation, as well as occasional revisions to the source text itself. (Of course, these revisions also necessitated changes to the translation.)

Additionally, Lionbridge's team was ready for completely new sections of source text to be submitted — *throughout the whole process*. In a typical project, the source text is presented in its entirety and final state at the start of the process. Lionbridge has strategically amassed the resources and experience to handle translation projects like Swisscom's annual report, even with changing source text.

The third way Lionbridge served Swisscom was by ensuring the highest cybersecurity possible. The content of the report includes a myriad of sensitive data. Lionbridge used a prestigious Swiss-based cybersecurity technology to share and store files with source text from Swisscom. We offer Swisscom peace of mind and ensure its annual report translation consistently meets strict security requirements.

By The Numbers

- **3 target languages:** German into French, Italian, English
- **4-month project duration,** with: kick-off meeting, debrief, and ongoing translation feedback and changes
- **21 annual reports translated** by Lionbridge for Swisscom
- **28 translators** dedicated annually to the project
- **300 hours of work** every year
- **85,000 words translated** every year



METHODOLOGY



PLANNING

- Project scope and success criteria
- Kick-off meeting
- Roles and responsibilities
- Detailed schedule and communication plan
- Escalation points
- Debrief meeting after completion



MULTIDISCIPLINARY TEAM

- 2 Project Managers, 1 Account Executive
- 28 specialized translators
- 1 Language Excellence Manager



COMMUNICATION

- Status reports
- Centralization of information
- Transparency and focus on critical points

“The translation core team from Lionbridge consistently demonstrated above-average performance over the last years. Reliable, efficient, and results-oriented, they earned our complete trust and impressed our management with their profound industry knowledge. They proactively recognize our needs and consistently implement new measures to strengthen the communication workflow.”

“Their infrastructure is outstanding, with a combination of personalized service and the highest levels of security and confidentiality. This permits us to publish the most engaging and accurate annual report content as well as to maintain terminological consistency. The Lionbridge translators are considered by us as an integral part of our team, as we can rely on them to do much of the heavy lifting involved in large, complex projects of this kind.”

Stefan Zahler, Head of Group Accounting at Swisscom

The Results

For the 21st year in a row, Lionbridge delivered high-quality translations of Swisscom’s annual report. We gave them the support to reach — and impress — a more global audience. Per their Head of Group Accounting, Lionbridge helps Swisscom “publish the most engaging and accurate annual report content.” Benefiting from our familiarity with Swisscom’s industry and previous annual reports, we also ensure this deeply specialized report will always “maintain terminological consistency,” as well as its brand style and voice. These qualities are vital for an annual report, which is often the brand’s voice and builds loyalty with investors, vendors, clients, etc. Lionbridge’s translation work helps Swisscom amplify its brand power, drive global revenue, and enhance customer experience. Even though this 200-page report is written as it’s translated, Swisscom never needs to worry about whether it will be ready for publication by the deadline in all four languages. Lionbridge’s perfected procedure

supports Swisscom seamlessly throughout the months required to write and compile its annual report. Every year, Lionbridge simplifies Swisscom’s internal annual report production and publication procedures.

Lionbridge has helped Swisscom flawlessly meet daunting new Swiss regulations for sustainability reporting. Our language experts were prepared and knowledgeable, so they could assist with this critical and highly technical section of the report. The sustainability reporting in Swisscom’s annual report is so crucial that it’s grown to over half of its total volume. Lastly, and perhaps most remarkably, Lionbridge helped Swisscom save 43% on their translation costs for their 2022 annual report. That’s a considerable financial benefit for Swisscom in just one year. In the past 20-plus years combined, the translation cost savings have been even higher. Though the specific amount Lionbridge saved Swisscom has varied year over year, the total savings has compounded to an even more sizable total.

