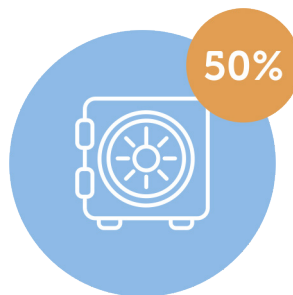


AI-assisted professional translation of product catalogues

A game-changer in the cost and speed of translating product content



**Up to 75%
reduction in time
to market of new
products**



**50%+ reduction
in per word
translation cost**



**Improved
consistency of
global content**

The scale and complexity of managing large, global product catalogues creates a big translation management challenge.

Thanks to AI, owners of catalogues now have an opportunity to make a step change in how quickly (up to 75%) and how cost-effectively (up to 50%) they can get their important product information to market.

Combining professional translators with proven Lingo24 technology can allow these businesses to get more global content to more markets, while achieving significant cost savings - both internally and in any external translation spend.

How the savings can stack up over time



Proven Lingo24 savings:
How they're delivered

40-45% savings by combining Translation Memory, repetition savings and AI-based Machine Translation



Typical product catalogue

50,000 products refreshed at 10% / year

100 words / product

10 target languages

£750,000/year Typical cost of traditional translation with no technology benefit

£300,000 (40%)

potential annual savings when working with Lingo24 (indicative)

Faster to market

Content rolled out in every geography in less than a week - a process that used to take this global business over a month.

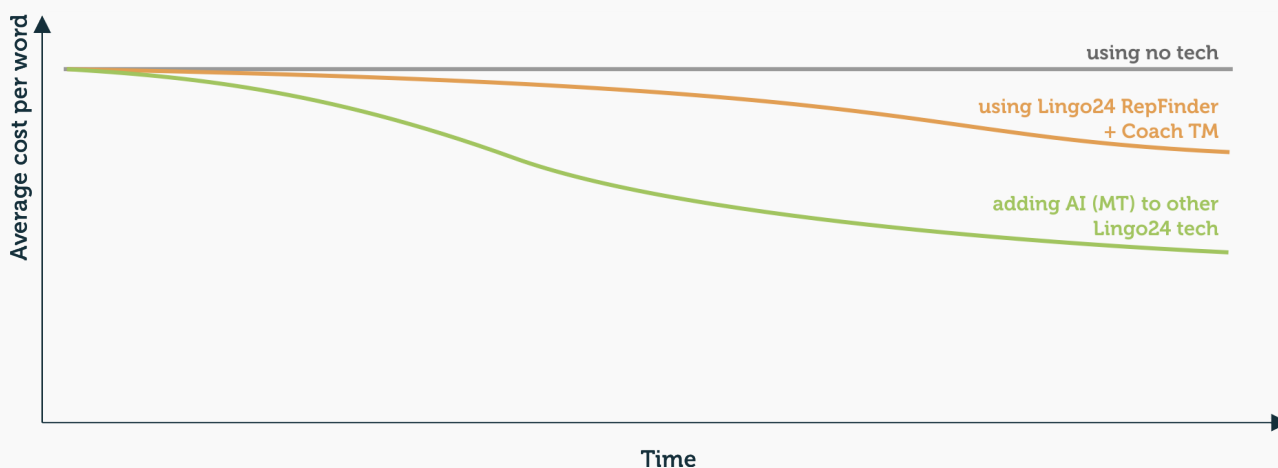


Figure: How cost is saved over time

Success stories

Leading global electronics distributor

- Leading distributor of electronics and electronic components
- First to market globally with new products
- More than 20 million SKUs
- Catalogue in 15 languages

Challenge and opportunity

- Sought to replicate US success in foreign markets, but limited by 4 week lag between US and international launch losing first-to-market opportunity
- Needed a solution for high volume, high quality, with limited budget
- Getting to market quicker means growth, it could mean 25% = \$250m

International specialist in plastic, fiber, foam and packaging products

- Global presence: 33 countries
- More than 150,000 SKUs
- Acquiring new businesses globally

Challenge and opportunity

- Moving large volumes of content was taking too long,
- The lack of context hit quality as translators weren't able to differentiate between products.
- Different countries required different content beyond just local language
- The same text had to be used by multiple systems with varying standards.

- Outcomes -

- In 18 months, time to launch new products globally has halved from 4 weeks to 2 weeks - this year we'll work with them to hit 1 week, a reduction of 75%.
- Cost per translated word has reduced by over 60%

- Up to 50% per-word cost reduction combining Translation Memory with AI-based Machine Translation
- Increased quality as a result of efficiently using product context information (a feature in Coach)
- Accelerated speed to market by removing non-translatable content

How we work with product content

The descriptive nature of product catalogue content makes it ideally suited to combine:

- Industry leading data management and file filtering techniques
- Use of AI (Machine Translation) to increase productivity
- Professional, in-country translators.



Automated source transfer

Integrations / API directly into the Product Information Management (PIM) platform.

Automatically filtering and extracting only the content which needs translation while providing the right context material to ensure translators deliver the right quality.



Automated terminology

Identifying standard company and industry terms and automatically inserting the correct terminology in the local language.

Context

Injecting context on the content so translators and reviewers have greater understanding of the products.



Lingo24's Coach translation environment

Reduced word count

Reduced word count by automatically inserting pre-approved content and removing repeated phrases where appropriate.

AI based MT

Adding Artificial Intelligence based Machine Translation to increase the productivity of in country translators.

Client review

Lingo24 - managed client review using our web-based toolkit to improve efficiency and remove manual file-handling.