This case study was developed with a client of SDL, which is now part of RWS Holdings plc

Smarter translation gives Office Depot a clear, consistent voice across Europe

officedepot.eu

Industry: Retail

Headquarters: Venlo, Netherlands

Size: 4,500 employees, 10 European countries

Challenges

- Translation approach repetitive and time consuming

- Poor translation accuracy resulting in lengthy review cycles and a lot of errors

- Inconsistent terminology in translated output and lack of one tone of voice

Translators keep pace with Office Depot's expanding product range through intelligent use of translation memories, terminology management and machine translation.

Thousands of European businesses buy their workplace supplies from Office Depot's country–specific web stores. The company's 70-people strong data management team maintains a master database of all products and creates the descriptive marketing content that appears on Office Depot's websites in five European languages.

Room for improvement

When Andreea Judele joined the data management team as team leader, she soon realized the existing spreadsheet–based translation process was very inefficient.

Translations for every new product were done from English to German, Dutch and French from scratch, as there was no easy way to compare new content against previous translations. This made the process repetitive and time consuming, meaning the team struggled to deliver on time.

Consistency was another issue. Andreea cites examples of two different terms being used for 'ballpoint pen' in German and terms were sometimes capitalized and sometimes not.

The slow, inaccurate and manual translation process was also very costly for the business. Andreea comments, "I realized we needed to change the way we handled translations so that we could do them better, faster and more consistently."

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Results

- Enhanced translation quality and consistency using centrally managed translation memories and terminology resources

- 100% faster manual translation with CAT tool productivity features

- 300% increase in overall translation productivity

- 70% faster publishing of website content

- 35% faster translations due to machine translation alone

"Machine Translation has made us 35% faster than before and the productivity features of Trados Studio and Trados GroupShare make translation twice as fast as when we were using spreadsheets."

The right tools and process

As a former translator, Andreea knew a computer–assisted translation (CAT) tool was needed and proposed Trados Studio. Following an in-depth evaluation comparing CAT tools, Office Depot bought Trados Studio licenses for their data management team.

Trados Studio increases translator productivity in multiple ways. Approved content from previous work is automatically reused in new translations and manual translation and quality tasks are streamlined. The tool's terminology management capability allows Andreea to maintain terminology databases (termbases) for users across the company.

Andreea saw further process improvements could be made with the implementation of Trados Groupshare, a solution for project management. Andreea uses Trados GroupShare to assign translation projects, centrally and efficiently manage translation memories (TMs) and share TMs and termbases across departments. Trados GroupShare also presented new ways to extend translation review to the team's non-translators and improve the quality of output. Office Depot additionally uses SDL Machine Translation (now Language Weaver®) as its machine translation (MT) provider.

Supported by her SDL (now RWS) account manager, Andreea rolled out a four–step translation process to minimize repetitive and manual work using SDL's solutions. When information about a new product needs to be translated:

Step 1. The translator uses Trados Studio to automatically pre–populate the translation with suggested phrases from the relevant TM and terms from the termbase.

Step 2. Trados Studio fills as many gaps as possible with automatic suggestions from machine translation.

Step 3. Working in Trados Studio, any remaining content is translated and a post–editing review of machine–translated content is performed.

Step 4. When a new translation is completed and approved, the updated content is sent in real–time to the relevant TM and new terms added to the termbase. Those centralized resources, stored and accessible through Trados GroupShare, are immediately available for reuse in other translations.

Trados software is improving the quality of what's on the website and invoices, while also raising quality and consistency throughout the organization."

Faster, more consistent translations

"Before our Trados solution, we could deliver around 25 translations a day, but now the average is 100. This is very good, taking into consideration the increasing trend of onboarding new products within Office Depot," says Andreea. "Machine translation has made us 35% faster than before and the productivity features of Trados Studio and Trados GroupShare make translation twice as fast as when we were using spreadsheets."

Translation quality and consistency have also improved considerably. "We find TM matches for at least 60% of the content in any new translation," says Andreea. "Machine translation provides more accurate matches for new content than we were getting from free online translation tools, which reduces post–editing time."

Andreea also uses SDL's solutions to publish new product information more quickly onto Office Depot's web stores. She created a TM to hold the codes that allow each product to be mapped to its correct location in the relevant web store.

"By 'creatively using' Trados software this way, an otherwise manual publishing process is automated, making it 70% faster," she says. "It's only a few minutes per product, but that soon adds up and you've saved several hours every week."

Benefits for the whole company: today and tomorrow

Recognizing the value from SDL's solutions, Office Depot has acquired more Trados Studio licenses over time. Individuals who don't need full functionality use the Online Editor, a browser–based translation and review tool available with Trados GroupShare. This makes it easier to involve the source content creator in the review process and answer translator queries.

Office Depot planned to introduce SDL's solutions to other departments engaged in content creation, such as marketing, so they can enjoy the same productivity benefits. Ultimately, the terminology Andreea manages will be accessible to the whole company through an easy–to–use Trados GroupShare interface. This will ensure the company's content remains consistent across languages with very little effort.

> **"I couldn't have done all of this without SDL's exceptional people. They really listen to what customers need, they provide outstanding support and they've helped me achieve more than I ever thought possible."**

Andreea is considering translating into eight more languages for Office Depot's own–brand products sold by its subsidiaries elsewhere in Europe. She's also keen to augment the translation process with product information from Office Depot's suppliers, many of whom use SDL's translation solutions.

"Using supplier translation memories in our process to fill more of the gaps before we run content through machine translation could make us even more efficient," she notes.

Eager to find more ways to capitalize on Office Depot's investment in Trados software, Andreea is exploring the possibility of providing a translation service for suppliers who want to broaden their own market reach. She's also considering offering translation as a service to Office Depot's customers.

"As well as having a hugely beneficial impact on the translation work we do in–house, SDL's solutions open up a raft of potential business opportunities," she says. "I have to say, I couldn't have done all of this without SDL's exceptional people. They really listen to what customers need, they provide outstanding support and they've helped me achieve more than I ever thought possible."

Office Depot uses:	
Trados Studio® The market–leading CAT tool for improving translator productivity, reducing the effort to achieve the highest levels of translation consistency and quality, and improving review efficiency.	**Trados® GroupShare** Integrates with Trados Studio to enhance teamwork through streamlined project management and centralized sharing of project files, translation memories and terminology resources. The Online Editor allows team members who don't need full Trados Studio functionality to edit and review online.
MultiTerm® Create and manage multilingual terminology resources, which can be shared using Trados GroupShare and accessed directly from Trados Studio.	**Machine Translation (now Language Weaver®)** A secure neural machine translation service, accessible directly from Trados Studio, which prevents public exposure of customer content

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