



# CASE STUDY YOUR GLOBAL LANGUAGE SOLUTIONS PARTNER



## THE CLIENT

A diverse multinational company, ranked amongst the top ten tire manufacturers in the world. Distinguished for its long industrial tradition combined with capacity for innovation, product quality and brand strength, located in all over the world. This client has more than 190 offices worldwide, finished off 2010 with 98% of sales in the tire industry and over 40% of this within Europe.

## THE CHALLENGE

The client was preparing its needs for the Grand Prix Canada F1 races, where they would be reporting on the quality and response of their tires in the outcome of the race. In addition to supplying real-time press releases and publications, the client required the translation of these releases into a second language under the same time constraints and quality standards. One of the challenges facing the client was the time difference between their offices and the events, so it was imperative to partner with a global translation company that had 24/7 capabilities to service their needs. Prior to the event, the client sent a template with the needed information to translate and format the press release within two hours. The text was to be sent at 10:00pm CET, translated, revised, and completely formatted within two hours. This same process was to take place the following two days.

## THE SOLUTION

SeproTec created a tailored solution for this client's needs in order to completely satisfy the requirements of this project. SeproTec's Dedicated Account Management Team streamlined the project by providing global teams, with expert native linguists and advanced translation technology to be able to expedite this process. By using our advanced platform, the linguists were able to decrease the translation time by finding repetitions, maintain consistent terminology throughout and complete the project within the predicted time frames.

## THE BENEFITS

SeproTec was able to provide express services and cost effective solutions due to the fact that we work directly with specialized native translators and have availability 24/7. Furthermore, SeproTec was able to ensure consistent brand messaging throughout the entire weekend-long event for this client by using the latest translation technology and platforms, thus reducing overhead, time to publication and overall cost.

## OUR SERVICES

We provide a range of full-service solutions to a client base that covers more than 12 vertical areas, including consumer goods, energy, infrastructures and architecture, legal and financial, life sciences, manufacturing, marketing and advertising, public institutions, publishing and broadcasting, technology, travel and tourism and videogaming and entertainment.

- ▶ **Localization and Internationalization:** all phases of the software localization process from internationalization to translation, engineering and testing.
- ▶ **Translation and Multilingual Documentation Management:** in all technical fields and areas of expertise, our multilingual project management solutions are tailor-made for a broad range of industries.
- ▶ **Terminology and Translation Memory Management:** glossary, terminology database, and translation memory creation and maintenance.
- ▶ **Technical Writing:** user manuals, technical specifications and requirements, and much more.
- ▶ **Intellectual Property Services:** patent filing, patent translation, patent searches and IP consultation through our global network of collaborators.
- ▶ **Interpreting Services:** simultaneous, consecutive, liaison, telephone interpreting and escort interpreting.
- ▶ **Training and Distance Learning Courses:** for translators, interpreters, project managers, desktop publishers and engineers on terminology and specialized translation.

## ABOUT SeproTec

SeproTec is a Grupo Sepro company offering multilingual services, with 30 years of experience providing cost-effective and high-quality solutions in the fields of translation and interpreting. Named one of the top 30 businesses in its industry (Common Sense Advisory), SeproTec employs cutting-edge technology to manage translation projects, designed specifically to maximize client satisfaction, and has 325 employees and over 7,500 freelance collaborators who work with management teams to offer a 24 hour service for any multilingual needs.



Headquarter offices

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