Kinetic
theTechnologyAgency™

An Effective Solution

TheGlobalizor™

CASE STUDY

Company

Fortune 20 Global Diversified Manufacturer

Translation Problem

The multi-national firm had a decentralized approach with regard to translation projects. If an individual had a need, he or she would randomly select a Language Service Provider (LSP) to translate the document. The document would be submitted to the LSP and the document would be sent back with a one-line invoice.

It occurred to the Indirect Sourcing leader for one of the largest divisions that their translation process management needed more transparency to enable them to better understand costs, turnaround time, and most importantly, quality.

The Solution

Kinetic partnered with the Fortune 20 company to develop a robust web-based Translation Management System (TMS). This Software-as-a-Service application was built on Kinetic's proprietary KBAM! platform to allow the company to be vendor-agnostic and to help control cost, improve quality, and manage ongoing translations with a real-time reporting section.

The TMS makes these things possible:

Stop paying for translations for which you've already paid
- Re-use your translated content. A centralized Translation Memory (TM) allows users to re-use translated words across all business units and all LSPs.
- Reduce duplicate translation of the same document across all business units using the TMS tool with Kinetic's document archive and fingerprint functionality. The fingerprint functionality searches all files submitted to the TMS for an exact duplicate of your file, then checks for the existing translated versions.
- Have an original translation-ready file you can archive and use over and over again.

Ensure you're getting the best market price
- Know the translation supplier bids are in compliance with corporate requirements.
- Drive further cost savings by reverse-auctioning on every job.

Centralized management at your fingertips
- One main dashboard to manage all of your on-going translation projects.
- Reduce the complexity of managing multiple translation vendors on multiple sites.
- Access TMS from anywhere you have an internet connection.

Be informed

- Know exactly where you are spending your money in real-time on every project with the Dashboard.

- Supplier ratings are visible when you are awarding bids to help you with your decision.

- Email notifications prompt you whenever you have an action to take or documents are complete.

- View and download reports anytime, anywhere for cost analysis, translation vendor reviews, and savings reports.

- Quick access to reference information, user guides and vendor contacts.

The Results

- Currently, the Kinetic tool is in 16 of the Fortune 20's units on all continents.

- 253 million words submitted since 2010.

- Translation memory match rate increase from 22% to 67%.

- Net word cost has decreased 44% from $.18 to $.095 since 2010.

- Cumulative savings of $21M since 2010.

Who we are

Kinetic is located in Louisville, Kentucky USA, home to some of the world's finest bourbons. In fact, our office is located inside of an 18th-century distillery. The city of Louisville is centrally located and home to some of the largest global businesses in the United States.

Our company's main objective is to take the complexity out of the translation management process and provide you with the tools to ensure an efficient, transparent, quality result. Our Microsoft Silver Enterprise Resource Planning Partner and HP Partner Certifications show our dedication to excellence.

Simply put, we're here to help your global enterprise optimize the translation process.

Our mission is to empower our clients to achieve and maintain a global competitive edge by providing software that facilitates the highest quality translations at the best price and with the fastest turnaround.

Our philosophy is simple – to delight our clients with technology solutions and outstanding support services that enable them to achieve their corporate goals across the globe.

TheGlobalizor™

Contact us to learn how Kinetic can help you with your translation process challenges.

Steve Ragan, Sr. VP Sales & Marketing
steve@KineticTMS.com

Kinetic
theTechnologyAgency™

200 Distillery Commons, Suite 200
Louisville, KY 40206-1990 USA

+1 502 719 9500

KineticTMS.com