



Accelerating time-to-market

CASE STUDY

Company

Fortune 500 Middle Eastern Diversified Manufacturer

The Problem

This polycarbonate giant needed a simplified and centralized platform from which to manage its commercial assets and deploy them globally. They were printing marketing materials in bulk, warehousing them, and then paying to ship them worldwide. This meant they were printing too many of some assets and allowing them to sit until they were outdated and irrelevant.

They also needed a workflow solution for translating and approving their marketing assets. Translation cycle times for some assets were as long as 12 weeks to completion. With a goal to increase the amount of localized collateral driving growth in the global market, they needed an all-in-one solution for a complicated and expensive content supply chain.

The Solution

Kinetic worked with the Fortune 500 company to develop a brand-approved digital asset library with print-on-demand capability connected to print vendors all over the globe. A key component to this was a translation workflow with a centralized, corporate translation memory available on the same web-based asset solution.

The Results

An award-winning website that served as a central location for marketing assets, language translations, print-on-demand capabilities and the metrics to track these global initiatives.

Indicators of success:

This Fortune 500 company saw savings of over 50% with its new print strategy through

- lower printing costs with an efficient system;
- reduced shipping costs, taxes, and duties; and
- eliminating the waste of aging, warehoused materials.

The POD system ensured properly branded, approved, up-to-date materials were

- available on-demand and in country;
 - accessible from a web-based catalog, in the language they needed; and
 - ordered through selected print vendors producing high quality materials in a short turnaround.
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The translation solution

- accelerated localized content to market by reducing the translation cycle time 60-80%;
- reducing costs up to 75%;
- decreased per word costs by 64% over a four-year period by funneling translations through a single corporate TM;
- aided the marketing teams to maintain brand-consistent terms and phrases;
- routed pre-translated files to corporate-approved translation suppliers;
- routed translated files to selected in-country SMEs; and
- allowed the content owner to track the progress from submission to final approval and publishing on the online library.

The vision was a central location to create and access multi-lingual commercial assets that would enhance the experience of the marketing team worldwide and add process to everyday activities.

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.

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