

CASE STUDY

A market leader in the alcoholic beverage industry wasn't getting what they needed from their content management system. Here's how we helped them.

Our mission is to provide high quality innovative language solutions to our customers, while being the best employer and most respected business partner in the localization industry.



THE SITUATION

Our client is a global leader in the sale of wines and spirits, with one of the most prestigious brand portfolios in the sector. They needed to enhance the functionality of their custom-built, home-grown content management system – they were having difficulty integrating it with translation management systems, and the process of manually transferring content to translatable files and then sending the translated content back to the CMS was proving to be unnecessarily time-consuming and risky.

THE CHALLENGE

The client needed automated transfer of content between their CMS and external translation management systems, in order to eliminate as much manual work as possible. The ability to make quick cost estimates of translation projects available for content owners was a “must-have”, as was better support for the in-country review process.

THE RESULTS

We provided the client’s team with application programming interface (API) access to our XTM enterprise translation management system (TMS). Thanks to a well-designed API, the development team was able to quickly develop the connector for the client’s custom CMS. Here’s how it works:

- ▶ The content owner marks the content to be translated and selects target languages, then sends the content for translation
- ▶ The connector gathers the marked content and sends it to our TMS as a translation project. The TMS analyzes the content using existing translation memories and prepares a rough estimation.
- ▶ The Argos project manager receives a notification and creates a quote.
- ▶ The content owner can then display the rough estimation even before receiving the firm quote.
- ▶ The in-country review can happen in our TMS or via bilingual offline files, with a full audit trail.
- ▶ Once the translation project is completed, the content owner can import the translations back into the CMS by simply clicking a button in the user interface.

The client was extremely happy with the end results of our efforts, which paid off with a series of tangible outcomes that included expanded process automation, the elimination of manual copying and pasting, and quick previews of potential translation costs.

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