SDL

Scaling SDL Trados GroupShare to combat the competition

Angelo Caltagirone: Managing Director, Traductor
Industry: Language Services Provider (LSP)
Founded: 1989
Headquarters: Basel, Switzerland
Employees: 12 plus network of freelance translators
Traductor works with SDL Trados GroupShare to combat a competitive market.
Specialism: Marketing communications collateral across the following verticals: automotive, transport, food and non-food retailing, such as cosmetics and medicines.

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LSP Partner Program

Traductor has been a valued SDL LSP Partner (Advantage Plus level) since October 2011. SDL LSP Partners use SDL translation productivity technology to optimize the quality and value of service they deliver to their clients.
To learn more, visit: **translationzone.com/lsppartners**

? The Challenge

Traductor wanted to deliver a translation service that was both competitively priced and profitable from a market that is recognized as having exceptionally high resourcing costs.

How Traductor met the challenge – to maximize productivity and minimize costs

- Optimized work processes
- Enhanced translation quality, consistency and accuracy
- Provided clients with clear, simple and direct communications to translators and reviewers
- Exceeded expectations by consistent error detection and correction in clients' original texts
- Secured client loyalty by offering flexibility, speed and delivery to deadlines

✓ The SDL Solution

Traductor uses SDL Trados GroupShare to share translation memories across both internal and external translators and to support collaboration between resources, ensuring efficiency and faster turnaround. Initially, Traductor started with the TM Server component of SDL Trados GroupShare, but later added GroupShare's Project Server component, which helps to centralize project management tasks. Traductor recently scaled up to add SDL MultiTerm Server, which enables all their translators to share, access and apply centrally stored and managed client terminology.

Traductor has now successfully integrated GroupShare with their Plunet ERP system via GroupShare's Rest API. While the ERP system takes care of the order processing perspective, GroupShare takes care of streamlining the production side of the workflow.

Angelo Caltagirone: 'SDL technology has enabled us to compete successfully with rival translation service providers who offer lower prices. We can achieve an optimal profit margin and retain the loyalty of our clients because of the quality of the service SDL solutions help us to deliver.'

SDL | Trados GroupShare

SDL Trados GroupShare – server-based collaboration leads to improved communications, consistency and cost efficiency.

The Resulting Benefits

- Impressive productivity boost in recent years
- Highest levels of accuracy and consistency established and maintained
- Projects delivered more quickly and easily, without compromising quality
- Operations now maximize productivity and minimize costs to enable competitive pricing and client retention

Angelo Caltagirone: 'SDL TradGroupShare is the ideal server platform for growing translation teams. It centralizes everything. So everybody – including our external freelancers – can work together. Assigning tasks across the team and communicating their completion is simple. We can eliminate error-prone and time consuming manual tasks from our workflow.'

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