

Translution Revolutionises Procurement in China

Based in the West Midlands, UK, this company is at the forefront of innovation and new technologies in the automotive interior sector. Working directly with OEM's and the supply chain, the company provides cost effective design and development programmes for this market sector. The company has established its leading position in the automotive sector through its expertise in the area of lower costs and mass reduction.

The company operates internationally and its employees wanted to collaborate with other colleagues across the world, particularly in Taiwan where a key member of its team is based. The relationship with its procurement agent in Taiwan is crucial to the companies' success, as its agent is responsible for sourcing all the company's manufacturing in China and ensuring that the company's designs are produced to specification.

"Jo", as he is affectionately referred to, has a huge network of contacts, both in Taiwan and mainland China, capable of working with the company to provide high quality manufacturing at the right cost. His knowledge and contacts are one of primary reasons why the company is successful with Tier 1 car manufacturers.

The issue that the company faced was that Jo didn't speak any English and they didn't speak any Chinese, meaning that any response to emails was taking at least 36 hours, whilst Jo's family translated them. This was causing major issues, both in terms of speed to market and in mistakes being made through poor communications. It was seriously affecting the company's competitiveness.

Through an introduction from a Business Link consultant, the company found out about Translution's translation software, Translution Business, and immediately saw the software as the answer.

Translution first built a dictionary of the company's technical terminology by "mining" the terminology from the company's existing materials. Some of these terms, such as contact details, were marked as 'do not translate' but "transliterated" from English into Traditional Chinese.

The dictionary and Translution's software was then installed across the company's systems and also on Jo's PC in Taiwan. This has enabled the company, for the first time, to communicate instantly and accurately with Jo in Taiwan. Although Translution's software is very intuitive, Translution also provided training to both the company and Jo in Taiwan (In English and Chinese respectively) in how to use the product and how to write text that will yield the best translations.

"Without the software and the help and support that Translution provided, our ability to compete and communicate internationally would have been severely hampered and, with it, our opportunity to grow the company and get the best possible people to work with us," said Gary Seale, Managing Director. "We are now well placed to continue with our objective of providing the best quality products at competitive prices without compromising design integrity."

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