

## Translution makes international trade a reality

Based in Birmingham UK, this company provides software for exterior lighting designers which was initially aimed at the UK market. It is now used by around 97% of British local authorities and most of the major exterior lighting consultants. It is the only lighting program in the world that displays results immediately on-screen as fittings are selected, moved, or changed, which means lighting designers can save time and, therefore, money.

The company was in severe danger of its growth plans hitting the buffers. With most of the British market as clients, it had reached saturation point and now needed urgently to look beyond the UK if it was to expand. But the language barrier was proving the major problem, as no-one in the company, which number only a few staff, speak a foreign language fluently enough to be able to translate accurately or even to do business in a non-English speaking country. It also needed to localise its software into other languages quickly, as the company was planning to exhibit its software at an exhibition in Frankfurt in May 2006.

In March 2006 the company was introduced to Translution and was shown Translution's software via a web conference. It saw straight away that Translution could help them. If they were to be ready for the Frankfurt exhibition in six weeks, they needed to:

- localise their software into a number of languages,
- translate handouts for the exhibition
- translate their website so that potential overseas subscribers could research their software and make enquiries in their own language

Both Translution and the company knew the timetable was challenging so Translution started straight away. The company's software is very specialised and Translution first needed to create a dictionary of all the words and phrases specific to both the exterior lighting and computing industries.

This seemed an unusual first step, however Translution explained the advantages:

- Human translators would be able to work much faster in translating the software, website and exhibition handouts if they were supplied with terminology. It also would save a lot of questions from translators
- Translution could also split the jobs between a number of translators knowing that terminology and their translations would be consistent across all the languages required by the company.
- Building a dictionary ensures a much higher quality of human translation.
- The dictionary would also be used by Translution's translation software and building a dictionary would improve translation quality enormously.

Using techniques and software that it has developed for a number of companies, Translution managed to extract and translate 1800 specialised terms in under two weeks, and the rest of the work was also completed in time for the Frankfurt exhibition.

"No-one else is currently creating this kind of dictionary for the SME market," said Ted Marshall of Translution. "We have the expertise to deliver this kind of work cost effectively and at a reasonable price for an SME."



The subsequent translations provided by Translution for the exhibition were praised by independent translators as being of very high quality.

Following the exhibition, the next step was to install Translution Business, the software package aimed at businesses. This software allows the common terminology dictionary already built for the company to be shared by all team members, ensuring consistency of translation.

“We mainly use the product for marketing and for technical support”, said Tim Boshier, Managing Director. “We find it very easy to use, and are already enjoying a measure of success in European markets, which we would otherwise have had difficulty in addressing”.

“Translution kept their promises and without their help we would not have been able to so easily start marketing our software overseas. We view them as a key partner in our international expansion”

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