

Mobile Phones

Mobile phones are always on the move—L10N Technology answers the call for 31 languages

The Business Challenge

When a company launches a new mobile phone, it sends a product to market with a typical life span of less than a year that must satisfy almost 200 telephone system operators in close to 50 countries with more than 30 languages - and that's in Europe, the Middle East and Asia alone.

Then, because of the highly competitive nature of the communications marketplace, a mobile phone maker knows that it has to do it all over again, more than a dozen times a year. Products come and go quickly, and with every change the failure to have a model ready with the right language for user manuals and screen prompts can mean the loss of millions and millions of dollars in revenue.

So when one mobile phone maker went looking for a translation partner, it wanted a company that not only produced high-quality localization but also one that was global in scope, fast on its feet, and dedicated to keeping pace with ever-evolving priorities.

The LT Solution

The mobile phone market has not always been so demanding. Ten years ago, life was simple and a mobile phone maker's translation needs

- a mere 10 languages - could be handled by local vendors. But as the mobile phone market became frenzied and language demands escalated, the company saw that it was losing revenue because of poor translation quality and fragmented project management. It was time for a new approach.

The mobile phone maker had a specific shopping list. They looked for global spread - Europe, Latin America, Asia and the Pacific Rim. They looked at technical profiles because they wanted not just translators but also a one-stop shop for leading-edge publishing tools, content management and project management. And they looked at size. They wanted a company that is large enough that the ebb and flow of the work volume would not disrupt its operations.

The mobile phone maker selected LT. The solution that LT provides them includes:

- **Centralized project management.** With a separate project manager for each of the mobile phone maker's products, LT provides the single point of contact that streamlines the company's interactions with translators.
- **Fast ramp-up to meet changing needs.** When the company is on the verge of releasing 12 new products in 31 languages simultaneously, LT has almost 130 people working on the account. But in between such project ramp ups, LT resources are diverted to other projects to keep expertise on tap while lowering the mobile phone maker's costs.

- **Cost-effective strategies.** LT works closely with engineers in the early stages to determine how much translated content can be reused. In addition, beyond the normal translation memory tools, LT has developed a customized program for the mobile phone maker that reduces translation costs up to 13 percent.

The Customer Benefits

When the mobile phone maker tallies up the benefits of using LT, it lists responsiveness

and flexibility as the key values that LT brings to the table. The competitive demands in the mobile phone market are too great for the company to rely on a vendor that is reactive. They look for proactive vendors like LT, which has invested in the tools and processes that allow LT to deliver what the mobile phone company needs as they react quickly to the changing marketplace.

With the European market complexity - 31 languages and requests for another six - LT also must be flexible enough to meet the mobile phone maker's schedules. One of the most demanding customers LT has in terms of meeting delivery dates, the mobile phone company knows that LT has the agility - the right resources and the processes - to change priorities as the client changes priorities.

The relationship is paying off for both companies. The mobile phone maker is seeing smooth product launches and success in the marketplace. LT has become such a trusted partner that it is taking on a new consulting role to help the mobile phone maker create a content management system company-wide.

To learn more, contact us at mcgcompany@naver.com or find us on the Web at www.liontech.co.kr/.