

Implementing MemoQ in an LSP with Freelance translators

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Lexcelera

- ◆ ISO Certified Translation Agency based in Paris
- ◆ Over 50 languages
- ◆ Medium size MLV that translates more than 15 million words per year in CAT

One main CAT tool

A need or a luxury?



Advantages & Opportunities

- ◆ Quality
- ◆ Costs
- ◆ Scope (Streamlined production)
 - ◆ Responsiveness
 - ◆ Expertise
 - ◆ Speed

Risks and challenges

Risks

- ◆ Lack of resources
- ◆ Dependency (functionalities and support)

Challenges

- ◆ Migrating
- ◆ Implementation of procedures (Expertise)
- ◆ Get the knowledge across (Expertise)

Risks

Lack of resources

- ◆ Training
- ◆ Shared MemoQ users database (Proposal for project)
- ◆ ELM licenses

Risks Dependency

Dependency on user pool

- ◆ Translator Loyalty
- ◆ Collaboration between users (User Database)
- ◆ Training support

Dependency on Software Editor

- ◆ Support
- ◆ Development team
- ◆ Funcionalities (Exchange formats)

Challenges Migrating

- ◆ TMs
 - ◆ Is the client aware?
- ◆ TBs
 - ◆ Prepare your glossaries
- ◆ Source and target files
 - ◆ New procedures and workflows

Expertise

Establishing procedures and training your users



Procedures

As soon as the tool is chosen new procedures need to be established. No procedures will give teething problems that may make your users lose confidence in the tool.

Project Manager training

- ◆ PMs are the main contact with translator so they need to be comfortable with the tool
- ◆ PMs need to have access to all procedures in a knowledge base
- ◆ An Expert user needs to be there for support

Translator Training & Support

- ◆ One-on-one translator training
- ◆ Blog – accessible FAQ questions
- ◆ Availability and responsiveness

The LSP's role in training

Translator's point of view

- ◆ Training builds confidence and shows commitment
- ◆ It eases the learning curve
- ◆ Turn-key solution

LSP's point of view

- ◆ Procedures are applied and understood
- ◆ Assessment of translator's CAT skills
- ◆ Quick results

Type of translator

Different approaches



CAT Experts

Advantages & Opportunities

- ◆ Concepts are picked up very quickly
- ◆ Tool could be embraced quickly by the translator

Challenges & Risks

- ◆ Preference of tools
- ◆ Proposal of new workflows
- ◆ Extended training
- ◆ Old habits

CAT Savvy

Advantages & Opportunities

- ◆ Concepts are picked up very quickly
- ◆ Flexibility
- ◆ Responsiveness

Challenges & Risks

- ◆ Preference of tools (costs)
- ◆ Old habits

IT Literate

Advantages & Opportunities

- ◆ Concepts are picked up quickly
- ◆ Flexibility

Challenges & Risks

- ◆ Training intensive
- ◆ Support required (blog)
- ◆ Steep learning curve (complex projects)
- ◆ Cost

IT/CAT resistant

Advantages & Opportunities

Challenges & Risks

- ◆ Intensive training
 - ◆ Tool
 - ◆ Concepts
- ◆ Drop out on the first project
- ◆ Labour intensive workarounds

Licences When to Share?

LSP ELM licences

- ◆ ROI
- ◆ Time investment & risks
- ◆ Type of projects (Sporadic)
- ◆ Translator profile (80-20 rule)

Translator User licences

- ◆ ROI
- ◆ Time investment
- ◆ Type of projects (recurrent)
- ◆ Type of translator
 - ◆ CAT experts
 - ◆ IT literate

Results

January 2008 – April 2009



62% of projects are done
on MemoQ

As of March 2009



Speed and Service

100,000 words in InDesign into 4 languages in 5 working days



Quality

TM and TB on a server

QA module

Scope of project (file support, Task management)



Costs

Big TMs involve big savings and standardized procedures mean less negotiating and preparation



Questions & Comments

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