

Centralized Translation Tip Sheet



Many global enterprises face significant challenges in maintaining full visibility over translation budgets, processes, and outcomes. A decentralized translation process with multiple translation vendors can be extremely inefficient, and can also result in brand identity and corporate language being inconsistent and confusing. Fixing such issues will inevitably incur unwanted costs.

The prospect of bringing all translation stakeholders on-board into a centralized, well managed system can seem daunting. However, the benefits are far-reaching and an experienced language service provider can help. Here are some key aspects to bear in mind when considering centralization initiatives.

Organization-wide benefits

Cost oversight

Given a translation setup where several regional offices manage their requirements independently, it is easy to see how a lack of cost oversight might raise some concerns. Is the translation budget being utilized as effectively as it could be? A centralized approach moves the budget into one location, and its use is monitored more efficiently.

Greater translation memory reuse

In a decentralized setup, you have multiple departments or offices managing translation requirements independently, often via many different vendors. In this case, it is not uncommon that key assets, such as translation memories, are also maintained independently. Decentralization means that these assets are often not leveraged effectively - by moving towards centralization, their benefits can be fully realized.

More consistent brand messaging

When translation assets are maintained independently, with numerous different instances of the same asset in different regions, inconsistent brand messaging can quickly become an issue. Customer perception of your brand can be negatively affected if business-critical messages or terminology varies within or across markets. Centralization affords greater control over these assets so that the brand always remains at the center.

Greater stability

Using multiple vendors can lead to unpredictability in the translation process. One region might have a vendor that delivers consistently great quality while another might struggle with quality and schedules. When planning global releases or campaigns, the translation processes need to be something that can be reliably factored in. When working with a more centralized approach, it is far easier to govern the performance of vendors and limit bottlenecks at the translation stage.

Things to consider

Change management

The benefits of centralizing might be clear and simple; however, the process itself is extremely complicated. Before making any steps to changing approach, the management of this change needs to be considered in detail. Most importantly: how can all regions, departments or subsidiaries be brought on board and how will they accept and adapt to the change in process?

Technology setup

There are numerous tools on the market that are geared towards companies maintaining a centralized approach to translation. These could be combinations of a computer-aided translation (CAT) tool and a translation management system (TMS) or an independent TMS that connects to a given CAT tool. Consider what tools will best suit your needs. This could also be a key factor in deciding on a vendor to work with, as many will provide technology solutions for this purpose themselves.

Asset management

Before bringing the management of key translation assets to one place, you should consider the process will be run and who will be responsible thereafter. Are there numerous translation memory files that first need to be consolidated? How will they be checked for duplicates or inconsistencies? Who will be responsible for the management of assets moving forward? Should this remain with corporate or would you prefer that your chosen vendor takes on this role?

Administering the centralization process

Finally, and perhaps most importantly, consider who at your company will be responsible for ensuring the centralization process runs smoothly. Your chosen translation vendor or vendors will certainly be called upon to help here, but an individual or group at the company that assume overall responsibility across the board is a necessity.



To learn more about the benefits of centralizing translation processes at your company, please contact sales@milengo.com