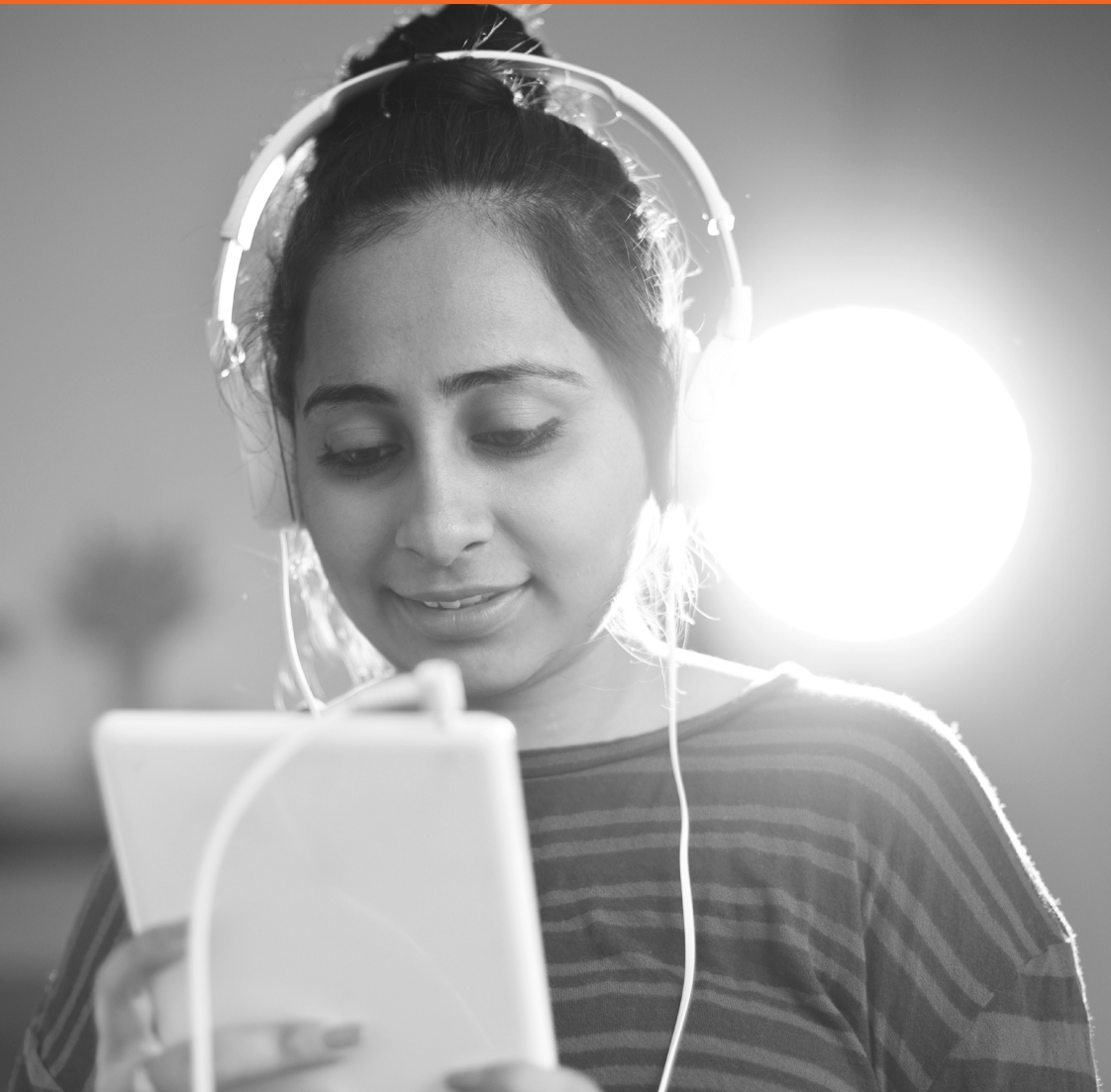




LIONBRIDGE

Lionbridge Localizes English Content for Indian Audiences



Client Profile

Lionbridge Technologies, Inc. is an American company that provides translation and localization solutions in 350+ languages. Based in Waltham, Massachusetts, the company has operations in 26 countries. Through their world-class platform, they orchestrate a network of 500,000 passionate experts around the world, who partner with brands to create culturally rich experiences. While Lionbridge began in translation, their work today encompasses the realms of linguistics, AI, and data quality. Their pool of experts dives deep to convey the most with every word and extract the most from every data point. Powered by people and augmented by cutting-edge technology, Lionbridge delivers resonance with speed, scale, and precision. For the last 20+ years, the company has been building deep relationships with the biggest brands in the world, so they can build deeper relationships with their customers.

Business Context

With 103 million households in India with cable TV subscription, more than 620 million with access to high speed internet and 18 million living abroad, consumption of content in Indian regional languages has shot up in the last few years.

As the global leader in translation and localization solutions, Lionbridge was looking to add critical capability in Indian Regional Languages with high quality, speed and scale to serve their growing list of clients targeting the massive Indian audience. They were looking for a partner with the proven ability to manage large volumes across languages while ensuring high quality output and short turn around time (TAT).

Objectives

Lionbridge Technologies and PFT joined hands in an ongoing engagement to achieve the following objectives:

- To deliver text translations in eight Indian Regional Languages for 70,000 words per month
- To efficiently manage the process across the pipeline ensuring quality control (QC) and TAT



2020 was a great year in many senses for Lionbridge India team, where we achieved success at every level of customer experience. Prime Focus has been one of our most trusted alliance. We would like to thank them for quick scalability, accountable Project management which enabled us to deliver high volume with excellent KPIs. The support with supply chain for expert linguists in Kannada, Nepali, Marathi and Telugu is well appreciated and we wish to take this partnership on the next level, with every passing year.

Avantika Dixit

Senior Global Production Manager,
Operations, Lionbridge

PFT Solution

PFT's innovative technology for seamless workflow management and large pool of expert translators in Indian Regional Languages ensured their selection as the perfect partner to deliver this project.

CLEAR® allowed PFT to create uninterrupted workflows, overcome cross-border challenges and ensure virtual collaboration in a seamless manner.

PFT engaged 10 translators each with more than 10 years of professional experience. The languages delivered included Hindi, Tamil, Telugu, Marathi, Kannada, Nepali, Oriya and Assamese.

Before aligning any new translator to this project, PFT conducted 3 layers of testing after which LBT conducted an additional round of testing. Post on-boarding a new translator, the resource moved through 2 weeks of rigorous training on quality guidelines and specific translation parameters as well as an induction to the LBT platform on which the translations were to be processed.

A project of this scale came with its own set of challenges too. The biggest challenge was to ensure consistency in quality of deliverables. PFT has a proven process in place to periodically assess the delivery of current resources to ensure they are consistently performing. Random quality checks on live files are also conducted to ensure strict quality control.

Another challenge was to hire and align the talent quickly to address the spikes in volume. PFT's decades of experience delivering large M&E projects in a short time frame came in handy. The HR and PM teams worked together to industrialize a recruitment and onboarding process for expert translators, successfully testing, training and aligning them to the Lionbridge project across multiple languages and locations.

Client outcome

PFT has delivered to the satisfaction of Lionbridge, with 99 percent accuracy on a consistent basis. Since March 2020, PFT has processed more than 70,000 words per month across eight Indian Regional Languages with the bulk being in Telugu, Marathi and Kannada.

PFT has helped Lionbridge support their client to deliver English language content to Indian audiences around the world in their mother tongue.

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR®, for the Media & Entertainment (M&E) industry. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the Cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain. PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Hearst Television, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League, and more.

PFT is the technology subsidiary of Prime Focus, a global leader in M&E industry services.

For more information, visit www.primefocustechnologies.com.

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