

# Mutual Funds Investment company: Global Content Strategy - Case Study

**Industry Sector:**  
Financial Services

## About the Customer:

A Mutual Fund Investment company in need to identify a cost-effective, scalable and quality driven solution from a translation provider. The content is varied, requiring great flexibility in turnaround times, type of translation resources, and service levels.

## The Problem:

The Client was faced with managing a large volume of diverse translation needs. The translated documents had to be published simultaneously with the source language version.

The most challenging project was a weekly report in 5 languages describing Economic Review, Performance and Investment Policy of the funds and Market Outlook.

In addition, several other documents are to be managed: Presentations, Internal Documentation and Marketing Brochures. The file types of the documents range from Microsoft Word, Excel and PowerPoint to Adobe InDesign and PDF.

The Client was dedicating some internal resources exclusively to translation activities and still not getting the desired results from their vendors: missed deadlines, increased internal efforts and uncontrolled costs.

## The Solution:

Aloxmedia has created a customized global content strategy that integrates the linguistic, desktop publishing and project management needs.

The client was able to concentrate on their core activity. The result was significant in cost savings and reduction in the time required to publish multilingual content.

## Creation of a Strategy for Multilingual Content Publication with Aloxmedia – Language Solutions & Services

Mutual Funds Investment companies periodically publish reports including Economic Reviews, Performance and Investment policy of the funds and Market Outlook. The client is managing a large volume of content and needs to publish simultaneously in several languages.

The client needed a rapid solution to simplify the translation of their periodic publications.

Too many internal resources were being used to satisfy this need with the corresponding negative effect on the core business.

The various activities were dispersed through several vendors with the corresponding increased internal involvement. Management needed an efficient strategy adding control and predictability to the multilingual launching process.

The challenge was to integrate Translation, Desktop Publishing of source and target documents, Quality Assurance and Project Management. The solution needed to lighten significantly the internal involvement and stress.

## The Solution

Aloxmedia investigated a number of different approaches to create a new globalization strategy and streamline the process. Finally we proposed a simple but efficient solution:

1. Standardization of content creation material through creation of templates.
2. Reduce client involvement to creation of the source content.
3. Implementation of a globalization process centered on Project Management and Technology.

The solution enabled the client to simply submit the source content through a Web Service, triggering the project and enabling download of the final documents in five languages.



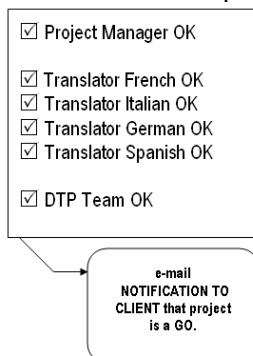
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## How it Works

### Collaboration

The client opted for a solution that did not need any additional investment in internal staff training. When source is created, content is uploaded to an FTP folder simply accessed through a link provided by ALOXMEDIA. A script notifies the ALOXMEDIA Project Manager that content is ready for processing.

Using a Collaboration Portal, the Project Manager is able to immediately contact the translation and desktop publishing teams. When all teams confirm through the portal, the PM activates the email notification to the client which confirms the Go Ahead of the project.



The complete project is divided into smaller tasks. Each time a member of the team performs a task, a status report is automatically updated and available to PM and client. At every moment the project can be fast tracked in case there are any issues that could cause delay.

### Linguistic Team selection

The typical profile is:

- 4+ years of professional financial translation experience & minimum 100K words translated
- In-country; native speakers only
- Passed Aloxmedia's selection
- Passed probation period

## More Improvements

### Translation Memory

Due to the nature of the content, many terms and sentences are regularly repeated across the reports. The use of translation memory increases accuracy and speed by re-using the previous translation.

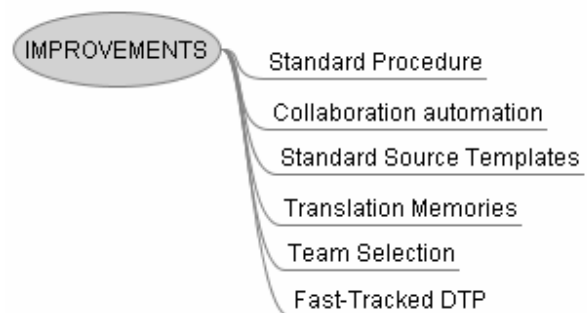
### Better Turnarounds for Desktop Publishing

Templates for the source content were created together with the authoring team from the client, taking into consideration:

- Flexible format for authoring and translation teams
- Seamless adaptation of those templates to Translation Memory procedures.

### No need to wait for final Translations to start DTP

A process to initiate the Desktop Publishing before the translation is finished was put in place. Basically an initial automated replication of text expansion in the different target languages, allowing the DTP team to work on the documents before the real translation to appear in the documents is ready. This process has shown for Western European languages a minimum of 40% of the effort done in parallel to translation, significantly reducing turnaround for the overall project.



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## Benefits

- Full outsourcing of the Translation and Desktop Publishing efforts enabled internal resources to concentrate on core business.
- The Client increases speed in production of content because of the use of standard templates, improving also the internal turnaround for source material creation.
- Increased accuracy in source language and target language documentation.
- Schedule and Budgetary monitoring of the translation process.
- Significant reduction of the translation cost due to efficient use of Translation memories.
- Significant reduction of Desktop Publishing costs due to standardization and reduction of overall translation projects due to Fast-Tracked DTP.
- Predictable turnarounds and increase in overall time to market.



**ALOXMEDIA S.L.**  
San Francisco de Sales, 36  
28003 Madrid Spain

email: [info@aloxmedia.com](mailto:info@aloxmedia.com)  
phone: +34 619570650  
fax: +34 911814159