

## CASE STUDY

### Background

RR Donnelley is the world's premier full-service provider of print and related services. The company provides solutions in commercial printing, direct mail, financial printing, product customization, print fulfillment, forms and labels, logistics, call centers, transactional print-and-mail, print management, online services, digital photography, color services, and content and database management to customers in the publishing, healthcare, insurance, advertising, non-profit, consumer package goods, retail, technology, financial services and many other industries.

### RR Donnelley Requirements

RR Donnelley publishes everything from Time Magazine through the Yellow Pages. Translation services for the organization are performed and managed through an internal translation operations group. Their translation branch, originally established to support the company's Financial Services division, has evolved to facilitate all of their translation needs including all financial documentation, corporate communications, marketing materials, and healthcare documentation.

With virtually thousands of document types, term databases and customer-specific language requirements, the translation group was outsourcing over 25 million words to more than 500 external translators annually. Many of these document types contained complex content that was highly sensitive to context and style. Moreover, other documents they were forced to outsource were often highly client-specific, frequently requiring separate translation and editing teams to maintain brand consistency and style.

### RR Donnelley Solution

RR Donnelley evaluated a number of options to address the massive outsourcing requirements that had evolved as the company's translation group expanded both in size and in the number and complexity of projects. The company made the decision to adopt MultiCorpora's MultiTrans software.

MultiTrans and the proprietary Advanced Leveraging technology<sup>1</sup> developed by MultiCorpora is now a key infrastructure component for RR Donnelley's internal translation group.

### RR Donnelley Results

MultiTrans is integral to performing and managing RR Donnelley's translation projects in-house. Relying on MultiTrans, the company is able to drastically improve their overall efficiency while implementing better control over the consistency of content by drawing upon their own database of pre-translated content.

MultiCorpora's Advanced Leveraging technology can match segments, sub segments, paragraphs and entire documents of text while presenting the context of the original document to the editor for verification. Overall, MultiTrans' Advanced Leveraging provides companies with the next logical step in the evolution of this field, filling the void left by other under-engineered Translation Management (TM) software.

RR Donnelley uses MultiTrans to manage documents for a wide range of industries that span book and magazine publishing through to healthcare and telecom.



**Founded:** 1864

**Traded:** NYSE

**2007 Sales:** \$11.6 Billion

**Employees:** 60,000 Worldwide

**Locations:** Manufacturing operations in North America, Latin America, Asia and Europe



### About Advanced Leveraging

Advanced Leveraging could best be described as the next logical evolution in TM software<sup>1</sup>. It is software that makes it easier to manage corporate terms along with language and brand requirements across multiple languages. Advanced Leveraging software addresses the problem of maintaining the integrity of your company's trademarks while endeavoring to maintain the functionality of other TM programs. It is estimated that productivity losses due to inefficient translation protocols can range anywhere between 10-30%.

Similar to other TM programs, MultiTrans retains the ability to align segments, perform searches at a segment level, identify and replace matching fragments and identify matching fuzzy portions of text; but it really excels at Advanced Leveraging technology.

Advanced Leveraging makes it possible to take advantage of and control your company's proprietary terminology by banking your translated documents in a database that will develop as the volume of your translation projects increase. The resulting database is intended to become your company's own private archive of terminology. Once a document is translated, it is automatically stored in order to become a possible resource for any other document that shares a similar context. The claim is that this will increase a company's control over the integrity of their proprietary language, and fortunately for MultiTrans their lofty claims have been defended in the field.

Advanced Leveraging has the benefit of being field-tested by companies like UNESCO, Toys "R" Us, Ford Motor Company, and Health Canada among others. Furthermore the number of MultiTrans users is doubling each year, including everyone from freelancers to multinational enterprises, and adoption by printing companies with billion dollar revenues like RR Donnelley only demonstrate how this software is beginning to set the new industry standard.

<sup>1</sup> Source: Translation Automation User Society ("It's not MT, and it's not TM", Bob Kuhns, October 2007)

