

**CASE STUDY****Background**

Toys "R" Us is the world's leading dedicated toy and baby products retailer with more than 1,500 freestanding toy and baby specialty stores worldwide. The company currently sells merchandise through nearly 65 Toys "R" Us stores across Canada.

**Toys "R" Us Requirements**

Doing business across Canada requires Toys "R" Us Canada to provide products and services in both English and French. Their translation requirements also extend from in-store to online, through Canada's largest e-tail store, ToysRUs.ca. Because of the volume of translation projects and strain on internal translation group resources, Toys "R" Us needed to find a solution that would enable the company to better manage translation projects while improving efficiencies for both in-store and online translation requirements.

**Toys "R" Us Solution**

Toys "R" Us researched multiple solutions and decided on MultiTrans from MultiCorpora. MultiTrans allows Toys "R" Us to better utilize their internal translation group resources while improving project efficiencies and allowing them to build a large repository of translated documents to further extend their corporate translation capabilities.

**Toys "R" Us Results**

Toys "R" Us realized several advantages with MultiTrans. In addition to being highly user-friendly, MultiTrans gave Toys "R" Us the ability to filter imported documents to reduce alignment errors, allowing for simple reformatting. Easy-to-understand and adapt command displays allowed the internal translation group to seamlessly and easily transition from the company's outdated translation technology.

With the gains in efficiency provided courtesy of MultiTrans, Toys "R" Us expanded their translation team by hiring another translator to fully realize their new workload capacity. MultiCorpora's MultiTrans technology has proven to bring significant productivity benefits to the Toy "R" Us translation group.

Other gains have included a drastic reduction in the outsourcing of translation projects due to the increased efficiency of their in-house team, as well as the ability to manage constantly changing documents across different languages without the frustrations of the past; with MultiTrans, documents can now be updated quickly and easily.

**About MultiTrans Technology**

Doing business in a worldwide economy demands that organizations compete in any market, and in any language. It also means having to protect the integrity of your organization's intellectual property on multiple fronts. That's why MultiCorpora's MultiTrans language technology is built specifically to help navigate translation projects safely across a terrain of multiple languages and user resources.

MultiTrans provides end-to-end protection of your copyright assets across multiple languages by improving your control of brand and terminology management.

Using our proprietary **Advanced Leveraging Translation Memory<sup>1</sup>** technology, MultiTrans will drastically improve your company's translation efficiency. This technology reviews and pairs content with equivalents in other languages, while simultaneously building a multilingual database of documents and terms that is accessible by multiple user points: content authors, internal and outsourced translators, staff, clients and suppliers.

MultiTrans technology is field tested by some of our most esteemed customers like UNESCO, RR Donnelley, Ford Motor Company, and Health Canada to name a few. Based on customer surveys, our technology typically saves 40-50% of your current translation expenditures by streamlining your translation protocols – turning your translation project expenses into an investment through the creation of a database of multilingual assets.

**Founded:** 1948**Traded:** Privately Owned**2007 Sales:** \$13.8 Billion**Employees:** 70,000 Worldwide**Locations:** 1,560 "R" Us branded retail stores worldwide

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

