



HOW LIONBRIDGE MET EPSON EUROPE'S URGENT TRANSLATION NEEDS BY DELIVERING WORK AT BREAKNECK SPEED

Creative Problem Solving and Relentless Determination to Meet Challenging Client Needs

25+ LANGUAGES

66%+ FASTER DELIVERY TIME
THAN INDUSTRY STANDARD

8 YEAR PARTNERSHIP

Epson Europe signed a partnership agreement with eight-time Olympic medalist Usain Bolt with much fanfare. A company press release announced Bolt as the face of an upcoming awareness campaign that centered around its cartridge-free EcoTank printer. The manufacturer planned to hold a live event, buy television and radio ads, and carry out other marketing initiatives as part of the campaign.

The company was executing its largest and highest-visibility marketing undertaking of the year. When it needed accompanying printed and online assets to be translated at lightning speed, Epson Europe turned to Lionbridge for a solution.

“We recognize that our customers have urgent projects that require fast turnaround. We are flexible, and we can accommodate them.”

Mark Kelly, Account Director, Lionbridge.

About the Customer

Epson is a global technology leader dedicated to co-creating sustainability and enriching communities by leveraging its efficient, compact, and precision technologies and digital technologies to connect people, things, and information. The company is focused on solving societal issues through innovations in home and office printing, commercial and industrial printing, manufacturing, visual, and lifestyle. Epson will become carbon negative and eliminate use of exhaustible underground resources such as oil and metal by 2050.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of around JPY 1 trillion.

Epson Europe aspires to be an indispensable company, trusted throughout the world for its commitment to openness, customer satisfaction, and sustainability. The brand respects individuality while promoting teamwork and is committed to delivering unique value through innovative and creative solutions.

Epson Europe B.V., based in Amsterdam, is the Group's regional headquarters for Europe, Middle-East, Russia, and Africa. With a workforce of 1,700 employees, Epson Europe's sales for fiscal year 2015 were 1,577 million Euros.

The Challenge

Epson Europe required 147 InDesign files to be translated into 25+ languages. These files were for product packaging, marketing materials, and banner ads that needed to be ready before the launch. While a Language Service Provider (LSP) would typically take six to eight weeks to complete this type of job, Epson Europe needed it done in just two weeks. With a drop-dead deadline and no option for failure, the brand asked Lionbridge to figure out how to significantly shave off production time to meet the aggressive time frame without sacrificing quality.

The Solution

Lionbridge leveraged its eight-year partnership with Epson Europe to quickly assemble a team. The project management team, language support team, and translators were all familiar with the company due to the longstanding relationship. This familiarity ensured a smooth process. Furthermore, the translators' understanding of Epson Europe's brand voice meant fewer revisions during review cycles and faster results. While much of the translation work followed standard process, Lionbridge devised a creative plan that enabled the project to be completed more rapidly than the industry standard. The plan involved the implementation of simultaneous reviews and comprehensive communications.

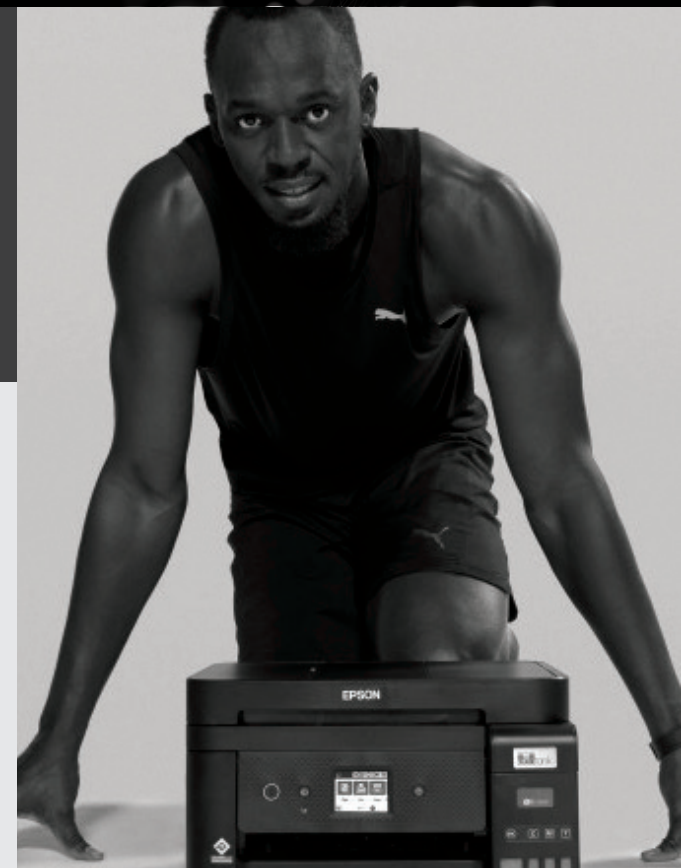
Review processes

Epson Europe agreed to conduct some reviews simultaneously instead of in a linear fashion. For instance, instead of having one person conduct Desktop Publishing (DTP) quality reviews for all languages, the work was split up by language; one person reviewed one or two languages. Lionbridge dedicated 15 people to the quality review process as opposed to one person. By making these types of changes, Lionbridge reduced the DTP review process time by 75%.

Communications

Lionbridge put numerous communications initiatives in place including:

- Underscoring the urgency of the project to internal teams before the work began
- Meeting with Epson Europe every three days instead of adhering to a typical biweekly schedule
- Using a status document that enabled real-time updates



“As soon as we knew that we would be working to some really challenging timelines with the Usain Bolt POS, the Lionbridge team was on the case straight away to see how we could make it work—and work it did! The team went above and beyond to ensure everything stayed on track.”

Claire Vosper, Manager,
Implementation, Epson Europe B.V.

The Results

Lionbridge completed the translations in a record 13 days. This represents a 66% faster delivery time than the industry standard. The ultra-fast delivery enabled Epson Europe to:

- Execute its ambitious marketing campaign
- Deliver its product and marketing materials to stores in a timely manner
- Drive sales sooner

“In the two years that I’ve been with Lionbridge, this has been the most compressed and ambitious project I’ve worked on. If you say you can deliver, you have to stand by it.”

Colin McBride, Global Program Director, Lionbridge

Lionbridge provided translation services in 25+ languages and dialects for the following European markets:

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|----------------------------------|-----------------------|
| Bulgaria Bulgarian | Germany German |
| Czech Republic Czechoslovakian | Switzerland German |
| Estonia Estonian | Austria German |
| Greece Greek, English | Denmark Danish |
| Croatia Croatian | Finland Finnish |
| Hungary Hungarian | Netherlands Dutch |
| Poland Polish | Belgium Flemish |
| Romania Romanian | Norway Norwegian |
| Serbia and Montenegro Serbian | Sweden Swedish |
| Slovenia Slovenian | Spain Spanish |
| Slovakia Slovakian | Portugal Portuguese |
| Turkey Turkish | France French |
| Latvia Latvian | Switzerland French |
| Lithuania Lithuanian | Belgium French |
| Bosnia and Herzegovina Bosnian | Italy Italian |

“The efforts put in here were massive, and we are so grateful to you. Our collaboration with Lionbridge is always very positive, and this project again shows what great teamwork can achieve.”

Claire Vosper, Manager,
Implementation, Epson Europe B.V.