

The power of connection: how an established language service provider is delivering friction-free translation.

When new business depended on Wessex Translations connecting directly to a customer's content management system (CMS), the LSP didn't have far to look for a solution. Long-time technology partner RWS had just the thing.

Wessex Translations relies on RWS technology for both its computer-assisted translation (CAT) software and on-premises translation management system (TMS). While the TMS supports automated file transfer using FTP with a hot (or watched) folder, the customer in question really wanted a modern connector to send files for translation directly from its CMS.

Out-of-the-box solution

RWS recommended its Trados® cloud-based translation platform, which supports dozens of connectors for content repositories. These include a connector for Sitecore®, the CMS used by Wessex Translations' customer.

One of the advantages of a cloud solution is its rapid setup. Wessex Translations decided to trial Trados Team (one of several Trados offerings on the same underlying cloud-native platform) and were quickly up and running. There was nothing for the LSP to install, and RWS provided detailed instructions for the customer's Sitecore administrator to install the connector as a Sitecore package (an installation that can be completed in minutes).



wessex
TRANSLATIONS

For more than 50 years, **Wessex Translations** has been localizing content for customers worldwide. This language service provider (LSP) builds long-standing, trusted relationships through a flexible, approachable service.

Industry: Localization

Established: 1972

Headquarters: Romsey, UK

Scale: 30m+ words translated per year

Memberships:

- Association of Translation Companies (ATC)
- Institute of Translation and Interpreting (ITI)

Solution elements:

Trados Team with Sitecore connector



It's also straightforward to configure Trados to accept project requests and files through the connector, including working with custom file types or fields required by the customer when sending files for translation from Sitecore.

Convenience for all

After a successful trial, it took just one day for Wessex Translations to become a Trados Team subscriber, with its trial environment turned into a live production environment.

"This was more than three years ago," says Jonathan Nater, co-owner of Wessex Translations. "We've had weekly communication with our customer ever since, and the fact that they've never mentioned it means that the Trados solution has worked well for them."

From the customer's point of view, the connector means they don't need to leave their Sitecore editor in order to send files – predominantly web and app content – to the LSP for translation into up to 21 languages. They can also track the progress of translation projects and automatically retrieve translated content once approved, directly from their CMS.

Trados Team also comes with a user-friendly online editor that really simplifies customer review, eliminating the need for back-and-forth transfer of files. Once a file has been translated and reviewed by Wessex Translations, the LSP's project manager simply assigns it for customer review and the system automatically notifies the relevant reviewer. The reviewer can use any browser to log into the online editor, where their edits are all tracked and they have access to their translation memory and termbase to ensure consistency.

"Because everything can be tracked," says Jonathan, "we know that if a reviewer makes any kind of error, there's no chance it will slip through without being noticed and followed up."

Fortunately, we have RWS to give us good advice and help us explore and make the most of new technologies. Through their solutions, LSP Partner Program and their people who work with us so diligently, RWS is always there to support us.

Jonathan Nater
Co-owner
Wessex Translations

Exploring new ways of working

With the Trados platform on hand, Wessex Translations also has the opportunity to explore cloud working and AI features such as **Smart Review** and **Generative Translation**.

Jonathan sees the speed of artificial intelligence (AI) as an opportunity (not a threat) for any LSP that establishes what it's good for. He gives the example of a customer with an urgent need to have 30,000 words translated in three days. Without AI, the only way to meet this need is to pull together a team of experienced translators who are all free, prepared to take on an unbelievable volume of work, and good enough so their work doesn't need to be intensively reviewed (because there just won't be time).

Now, with the right AI-enhanced process, you'd also have the option to translate 30,000 words almost instantaneously and use all the available time for review or any other quality control measures. You could use machine translation (MT) or large language model (LLM) tool for translation or combine both (as the Trados Generative Translation feature allows). Post-editing could also potentially be accelerated through an AI capability that scores the translation quality of each segment, such as Smart Review in Trados.

Key benefits of Trados Team for Wessex Translations

- Convenience of rapid cloud-based solution setup
- Better customer experience and process efficiencies from connector options and online review
- Competitive opportunities from access to the latest technologies





What does the right AI-enhanced process look like?

For Wessex Translations, the opportunity they're actively exploring is to be able to give customers a trustworthy service that avoids the security and quality risks inherent in free, publicly available AI translation tools. This means the process must:

- Protect customer content from being used as training data for others or from any other kind of unwanted exposure.
- Prioritize translation memory to avoid AI processing segments that should be reused for consistency and to avoid unnecessary rework and cost.
- Apply terminology requirements reliably, avoiding changes of approved terms or introduction of unapproved terms.
- Deliver automated translation quality that is good enough to save time overall. There's no point using instant translation if post-editing to achieve the expected quality takes longer than simply not using AI translation at all.

For Jonathan, the only threat from AI will be for those who don't take it seriously.

"The translation profession is fundamentally changing," he says. "As an LSP, we have to be users and facilitators of AI technology or be sidelined. Freelancers, too, must learn where they can add value, protecting customers against AI's lack of real-world understanding and its ignorance of how language, culture, values and brand requirements constantly evolve."

"Fortunately," he continues, "we have RWS to give us good advice and help us explore and make the most of new technologies. Through their solutions, LSP Partner Program and their people who work with us so diligently, RWS is always there to support us."





Learn more about Trados Team.

trados.com/team

About us

RWS is a content solutions company, powered by technology and human expertise. We grow the value of ideas, data and content by making sure organizations are understood. Everywhere.

Our proprietary technology, 45+ AI patents and human experts help organizations bring ideas to market faster, build deeper relationships across borders and cultures, and enter new markets with confidence – growing their business and connecting them to a world of opportunities.

It's why over 80 of the world's top 100 brands trust RWS to drive innovation, inform decisions and shape brand experiences.

With 60+ global locations, across five continents, our teams work with businesses across almost all industries. Innovating since 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

More information: rws.com

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