

How Has a Data Solutions Company Lowered Translation Costs and Delivered Local-Language User Interfaces to Customers Worldwide?

With companies around the world relying on Utopia Global Inc. for their master data governance needs, the enterprise data solutions company must be able to deliver these offerings in all required languages, quickly and cost-efficiently. As Utopia's customer base grew, so did its translation volume and, with it, translation costs. Utopia needed a cost-effective translation solution that offers fast time to market.

With the help of language service partner text&form, Utopia deployed the SAP® Translation Hub application, a cloud-based solution that helps lower translation costs for both customers and partners. The tf-externalize add-on from text&form enabled Utopia to implement the application without disrupting existing workflows and lets it access translations from within the SAP GUI interface, streamlining its processes. Thanks to SAP Translation Hub, costs have fallen, aided by a user-friendly translation process that supports quality work. Now the company can pursue its vision of enabling customers across the globe to harness the power of data and realize the full potential of their enterprise.





Reducing Costs While Preserving Quality with **SAP® Translation Hub**



Utopia Global Inc.
Mundelein, Illinois
www.utopiainc.com

Industry
Professional services

Products and Services
Software and professional services: master data governance for enterprise asset management, master data governance for retail, asset information workbench, data quality, and data migration services

Employees
450

SAP® Solutions
SAP® Translation Hub application

Faced with rising translation costs for its software products, Utopia looked to text&form to help it integrate SAP Translation Hub into its translation workflow. After a swift and seamless transition using text&form's tf-externalize add-on, Utopia's translation costs are down, while the quality of its translations remains high.

Before: Challenges and Opportunities

- Expansion to new markets with add-ons based on SAP software, requiring support for languages including German, Spanish, French, Italian, Korean, Dutch, Portuguese, and Chinese
- Rising translation costs due to the growing footprint of Utopia's solutions
- Need for translations to be of the highest quality

Why SAP and text&form

- SAP Translation Hub for access to SAP's own vast repository of quality translations in 39 languages, drawing on SAP's experience across multiple products and languages and enabling considerable time savings
- tf-externalize translation add-on from text&form for direct access to translations from the SAP GUI interface, easy manual review of the matches returned, integration with the existing translation environment without any disruption to current processes, and full control over which texts to query the application for and which of its features to use

After: Value-Driven Results

- Reduction of overall translation costs by between 10% and 30%, depending on project and languages
- High acceptance by translators
- High translation quality

“text&form's tf-externalize add-on really **unlocked the power of SAP Translation Hub for us. The application seamlessly integrated into our workflow, and we were able to significantly reduce translation costs and time to market.”**

Vikas Lodha, Senior Vice President of Products, Utopia Global Inc.

Featured Partner

text & form

300,000

Lines translated per year, and growing

1 day

To prepare and switch to the new workflow

10%–30%

Lower translation costs

Follow all of SAP



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