

## Case Study

How Mother Tongue Writers initially used XTM Cloud when translating a job for BMW and has since expanded its use in the company

Mother Tongue turned to XTM to provide an online line translation tool able to handle large complex documents for a demanding customer. Since then the power of XTM Cloud with TM engine, built in terminology module, ease of use and resultant cost savings has enabled Mother Tongue to win other customers.

## The Customer

Mother Tongue Writers is the UK's largest specialist adaptation and transcreation agency. It is headquartered in London, and also has offices in New York and Singapore. The company uses its worldwide network of specialist copywriters to fulfil the need for creative translation in the advertising and marketing industries when implementing global campaigns.

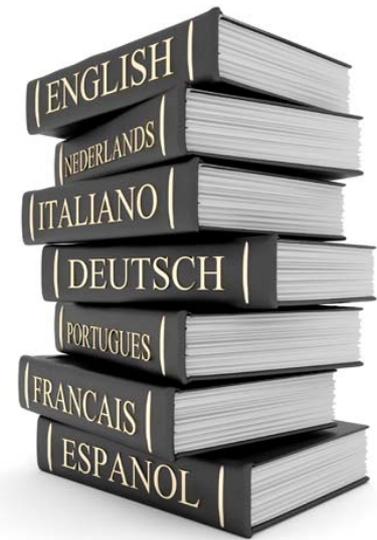
## The Challenge

Mother Tongue has worked with BMW for a number of years, translating both sales literature and internal sales force tools.

Consistency of terminology has always been a problem, as there is no centralized glossary within BMW. At various times in the relationship, different BMW

departments have offered their own, often mutually contradictory, glossaries. In the absence of any centralized resource, different product managers also sometimes prefer their own individual terminology. Moreover, translations are often required relating to new models and technologies which have yet to come to market and hence have no agreed terminology. Maintaining consistency under these circumstances can be problematic and labour-intensive.

Another problem is timing. The pool of writers able to handle the challenges of this murky terminological environment, get to grips with sometimes highly technical automotive content, and at the same time write in an



engaging, fluent and on-brand tone of voice is fairly small. However, the client regularly requires very fast turn-around of high-volume projects. To achieve this, it is crucial to make most effective use of the available resources.

Also, the client has long been aware that they are reusing fragments and sections of copy across different publications, but has not been able to effectively identify these to its translation providers to unlock the potential savings.

*“XTM proved extremely flexible with regard to pricing, offering a scalable model that meant Mother Tongue could trial the system for this project without committing to an expensive investment”*

**Guy Gilpin, MD, Mother Tongue Writers**

## The Solution

In April 2010, Mother Tongue was asked by a production agency working on behalf of BMW to provide a quote for adapting a 100-page brochure.

With a tight deadline looming, Mother Tongue needed a system to handle the customer's file type and allow the translation to be performed on line via a web browser. They therefore turned to XTM International who were able to deploy XTM Cloud more or less instantly, and deliver the translated files in the client's preferred TTX format within the deadline. XTM proved extremely flexible with regard to pricing, offering a scalable model that meant Mother Tongue could trial the system for this project without committing to an expensive investment.

Mother Tongue had long resisted using translation memory software for a number of reasons. Its freelancer-based model meant that using TM would restrict its choice of writers

### Mother Tongue Details

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to those who owned their own TM solution.

However, these tended to be people from a more technical translation background. As an agency specializing in creative adaptation and marketing texts, Mother Tongue generally works with people of a more creative bent, typically with a background in copywriting, who seldom own TM software and are reluctant to learn how to use it. There were also issues around the sharing and ownership of translation memories.

The cloud-based nature and intuitive interface of XTM overcame these problems. From this trial project, Mother Tongue quickly saw the benefits. It realized how the solution could help overcome many of the long-standing challenges associated with the BMW account, and made a conscious decision to

use it for the majority of its BMW work from then on.

## The Outcome

Mother Tongue has significantly increased the volume of work it does for BMW. XTM has enabled it to offer this prestigious client lower costs and shorter lead times, without reducing its margins or compromising its high quality standards.

Throughout the relationship, Mother Tongue has been impressed not only with the software itself, but also with the high quality of technical support and the flexibility and scalability of XTM's pricing model.

As a result of these positive experiences, it has expanded its use of XTM to other language combinations and clients. The time and cost savings offered by XTM have been instrumental in Mother Tongue winning a number of pitches for high-volume, prestigious creative translation projects.

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