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## Case Study: Via Language, a leading provider of translation and localization services in the USA, switches from SDL Trados to Déjà Vu.

**Nic McMahon, EVP of Professional Services with VIA, has worked in localization for more than 15 years including VP roles at SDL, Lionbridge and Jonckers where he helped develop language technology solutions and bring them to market.** Mr McMahon was responsible for naming SDL's initial TM product, SDLX. Now at VIA, Nic leads an operations team focused on global learning, legal and LEP content through a large, globally dispersed operations team on three continents. VIA has consistently outpaced industry growth and profitability by focusing on high automation, efficient tools usage and global resourcing best practices.

### 1. What were your requirements concerning a new CAT tool?

VIA language requires a CAT tool that can be easily and effectively integrated into our global workflows, allowing us to maximise process efficiency, that's our number one priority. Beyond this we look for the tools ability to apply advanced leveraging capabilities and provide broad-based user acceptance through UX and workflow design.

### 2. What goal did you have when you were looking into Déjà Vu?

We were very clinical – we set objectives regarding integration, functionality and usability and then analysed the major tools available on the market place. We did also consider cost, but it was secondary, but still important of course ;-)

Déjà Vu was significantly more mature than I had expected it to be after more than 15 years working on Trados. It took advantage of a new and more flexible code base that allowed for our integration requirements (with workflow and MT) and also gave some interesting additional leverage capabilities that offered increased efficiency for our translation base.

An additional consideration which we came to appreciate after our goals were set was customer service and support. Again we had become numb to the industry standard in this area and did not have high expectations. However Déjà Vu separated from the pack by showing their willingness to respond to support calls and even development calls that allowed us to fully embed the system in our processes.

### 3. What was your tool setup before implementing Déjà Vu?

Before centralizing on Déjà Vu we were using a wide array of tools including SDL TMS, Idiom Worldserver, SDL Trados (many versions including studio), Wordbee and MemoQ. We still use many of these tools at client request – but centralizing on the single overall best tool has created process efficiency and reduced our overall per word translation costs. SDL Trados was our main tool but it is extremely costly to upgrade and has quite poor customer service. Therefore we found a very inconsistent versioning and upgrade pattern amongst our linguists, this made it very difficult to support even though in theory everyone was on "Trados".

4. What benefits did you get from purchasing Déjà Vu and how did this improve your workflow and productivity?

Some of the competing tools were and are very attractive – thankfully for LSPs it is a pretty competitive market right now which is pushing innovation and improvement that is much needed. That said, Déjà Vu was definitely the best overall product in the market for us. In our review of products, it scored consistently well in integration capabilities, advanced leveraging features and UX and process design. In the end, Atril also provided significant improvements in customer service and overall cost of ownership.

We were impressed by the availability of all Atril staff, not just Sales, but R&D, who have provided us with first-class assistance during the trial period and implementation, right through to the present.

5. What tangible results has VIA achieved by working with ATRIL and Déjà Vu?

In the six months since we adopted this tool we have explicitly received significant help on a number of development and process challenges we had previously faced. Specifically, Atril helped us to develop a special feature to improve XML and Regex handling which saved significant manual engineering rework. They also responded to a request to support our custom domain development of the Microsoft Translation Hub which allowed us to accelerate the roll-out of our MT technology program.

On a more traditional level, Atril's implementation of the powerful DeepMiner technology and the combined use of fuzzy match repairs with MT have increased our translation productivity on a speed basis by about 15%.

6. To wrap up, what are your future plans with regard to the use of Déjà Vu?

TEAMserver is a logical next step for us; it provides concurrent translation capability and flexible licence management that are ideally suited to us as a global LSP. Working concurrently will increase translation speed and quality and give us options for further automation that integrates linguists directly into a common translation platform.

The Project Management platform currently under development at Atril - due for release in October 2012 - will round the product off well and perfectly match our needs.

Atril's flexibility and attitude towards linguistic resources, offering them highly advantageous prices on Professional Licenses, helps to ensure we don't hit adoption and sue issues in the market place as does their full implementation of industry standards for file import/ export.

We are looking forward to continuing this very fruitful cooperation with Atril and are looking forward to future developments on their side!

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