



Andiamo! provides website translation for WDS Component Parts.

WDS are the UK's leading manufacturer and stockist of standard component parts for machines in a number of industries, including Aerospace, Defence and Automotive. They now export their component parts worldwide by marketing them via professionally-translated versions of their website.

WDS are based in Pudsey, Leeds, and wanted to select a local translation company who specialise in technical translation and website translation. In September 2014, Andiamo! was one of four local translation companies that met with WDS to discuss translating their website into multiple languages, starting with French, Italian, German, Spanish, European and Brazilian Portuguese and US English with further languages to follow. After the initial meeting, WDS extracted all of the website text from their content management system and sent it across to us. They asked for a quotation to translate everything except the website codes and tags, so that they could import the translations directly back into their CMS. Initially, when we analysed the spreadsheet using our Translation Memory Software, it was clear that the word count was much higher than necessary and required a solution that would eliminate all the reference codes, tags and certain acronyms as well as repeated text.

We worked closely with our technical team to create a unique settings file to import into our Translation Memory Software. We then analysed the spreadsheet using this settings file and it counted only the copy that was required for translation. It meant that we were able to reduce the cost significantly, yet we would still be able to deliver a translation for each language in a format that could be uploaded quickly and easily to WDS' content management system. WDS were delighted with this cost-saving solution and the final price we provided and selected Andiamo! as their preferred translation provider.

### Managing the project

We selected our most highly experienced and technical suppliers and tested a selection in each language to determine the best translators for this project. The content is highly technical and specialised and required a considerable amount of research so experience in this sector was key. We set up a schedule for the translators so we could keep track of their progress and set them achievable weekly targets asking them to send an updated translated file once a week. This ensured not only that we were on top of their progress but with a 4-month single-file project it also ensured that should a translator have been taken ill or had a hardware failure, that we had up-to-date backups to prevent any delays to the client. Our Project Manager organised for each language to be spot proofread by a second technically-qualified translator to ensure accuracy and consistency and a thorough in-house check was carried out on the entire file for every language. There were inevitably translation queries along the way so we organised for the translators to send us any questions on a specified day each week so we could send these to our client and ensure all translators received the answers for consistency. At the final stage of checking, we also checked the translations against this queries file in-house to ensure that all the translators had read and understood them.

### Results

WDS' newly translated websites have now been live for several weeks. As a result, they've been making new sales in the targeted countries. WDS now send updated content such as new product descriptions for translation. Each time we receive an update, we analyse it using the unique settings file we created originally and the translation memory we've built up and continue to save WDS time and money.

The newly translated websites have also generated email enquiries in various languages. To deal with these enquiries, Andiamo! has worked with WDS to put in place a system for translating email exchanges between them and their prospective clients. We continue to use regular translators for all languages who are on standby to provide a quick turnaround which is essential for WDS to secure new business.

WDS have now taken the leap with Simplified Chinese which we have recently started for them and we hope to continue to see foreign sales numbers rise for the company. Thanks to professional website translation WDS are well on their way to achieving global success.