

# Consistent high-quality translations in 700 language pairs

Case Study



[EHLION.com](https://ehlion.com)

**Industry:** Language consultancy

**Headquarters:** Malta

**Size:** 15 employees

**Revenues:** €2.5million

**SDL\*** LSP Partner Program  
Advantage Plus Partner

“Our SDL solution helps us to be around 30% more productive, that makes us competitive and keeps existing customers coming back”

“Put simply, we love what we do,” says Barbara Bernardi, Team Leader Project Management at EHLION. “We apply our professional skills and our passion for language to every project we take on.”

It’s a passion that pays off, as organizations in many industries turn to EHLION for high-quality translations and associated services, such as desktop publishing and video transcription.

Hundreds of translation projects flow through EHLION every month. The company works to the ISO 17100 standard for translation service management, using translators who are native speakers and experts in specific fields. For each project, the project manager ensures the translators understand the customer’s objectives and target audience, to help them pitch the translation accordingly.

EHLION’s project managers work closely with their customers, getting to know their business, their priorities, and how they like to work. As an indication of the success of that approach, Bernardi notes that EHLION has been working with many of its clients almost a decade.

## 80+ languages, 700 language pairs

EHLION offers more than 80 languages and around 700 language pairs, so projects frequently involve a large number of freelance translators from all over the world.

To help it deal with the complexity of working with so many languages and translators, EHLION implemented a wide-ranging translation software solution from SDL.



## Consistent high-quality translations in 700 language pairs

### Challenges

- Add new languages and language pairs to help customers meet the challenges of increased globalization
- Keep pace with expansion in project scope and scale
- Increase translator productivity
- Maintain translation consistency and adherence to translation quality standards

### Results

- Simplified collaboration with an expanding pool of translators worldwide
- 30% increase in product manager productivity
- Efficient production of consistent, high-quality translations through reuse of previously translated content and easy access to terminology resources
- Integration of SDL's quality assurance (QA) functionality into EHLION's QA process

**“The international translator pool using SDL Trados Studio is huge — they like its ergonomic design and the way it boosts their productivity. Using the same CAT tool ourselves makes it easy to work effectively with our translators.”**

**Maria Pous**

Senior Project Manager  
EHLION

At the heart of the solution is SDL Trados Studio, the world's leading computer-assisted translation (CAT) tool. “The international translator pool using SDL Trados Studio is huge — they like its ergonomic design and the way it boosts their productivity,” says Maria Pous, Senior Project Manager at EHLION. “Using the same CAT tool ourselves makes it easy to work effectively with all our translators.”

To boost collaborative teamwork, EHLION also uses SDL Trados GroupShare, which enables efficient sharing of translation project assets. Using GroupShare, a project manager can give access to shared databases of preferred terminology provided by the customer or created for them by EHLION. GroupShare also provides SDL Trados Studio users with easy access to translation memories, so they can reuse previously translated content for increased speed and consistency.

### Project managers: 30% more productive

A key benefit of SDL's technology is its ability to work with other business systems. By integrating the SDL solution with its existing business management system, Plunet, EHLION significantly reduced the admin burden for its project managers. With a single click, a project manager can upload the file analysis report from Studio into Plunet to create a quote for a customer. “This integration is one of the ways that SDL's technology saves time for project managers,” says Pous. “All in all, I'd say the efficiency gains delivered by our SDL solution help us to be around 30% more productive.”

### Medical Industry: where quality is king

Many of EHLION's customers are in the medical technology industry, where increasingly strict regulations are leading to changes in translation requirements.

Previously, for example, it was acceptable for eastern European countries to be provided with the English version of the user manual. “Now, all documentation must be available in the language of every country where the product is used,” says Pous. “Every project involves many more languages than before, so we really value SDL Trados GroupShare's efficient project management and tracking capabilities.”

In addition, evolving regulations in areas such as equipment development and marketing mean that translations must meet rigorous quality standards. “SDL Trados Studio's quality assurance features are integral to EHLION's QA process,” says Pous.

Quality checks highlight potential errors during the translation process, so they can be amended straightaway, enabling the project manager to evaluate the quality of a translation against customer-specific criteria.

Another strength of the SDL solution is that it makes it straightforward for EHLION to involve customers in the review process, even when the reviewers don't have the CAT tool.

The EHLION project manager simply exports a bilingual file from Studio for review using Microsoft Word. When the reviewed file comes back, it's easy for the project manager to update the translation memory with the reviewer's tracked changes, edits and comments, ready to support future projects.

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## EHLION uses:

**SDL Trados Studio** — the market-leading CAT tool for increased translator productivity, higher quality, more consistent translations and a more efficient review process.

**SDL Trados GroupShare** — integrates with Studio to enhance teamworking, enable access to centralized TMs and terminology resources, and streamline project management.

**SDL MultiTerm** — provides one central location to create, store and manage multilingual terminology that can be accessed through GroupShare and used in Studio as part of a translation project.

## Globalization drives growing translation need

The need to make content available in more languages isn't confined to the medical industry. Bernardi points out that globalization means organizations in almost every industry want to publish their websites and other marketing material in more languages than before, to reach a broader audience. Recognizing that an ad-hoc approach to translation could harm their brand, organizations come to EHLION for high-quality professional translation of their content into one or more target languages.

“Globalization means we're seeing increased demand for translations into English; as well as into Asian languages like Chinese, Japanese and Korean. We know we can count on our SDL software to help us translate into — or out of — any language to meet our customers' needs,” says Bernardi.

## EHLION + SDL = new business

It's not just translators and language service providers (LSPs) like EHLION who love SDL software: customers do too. “If an organization is already an SDL Trados Studio user, they'll naturally look for an LSP that also uses SDL software, to make working together much simpler,” says Bernardi. “And if a customer is considering implementing translation software to enhance their own processes, we'll work with SDL to identify the right combination of their translation software and EHLION's LSP services to meet their needs.”

EHLION makes extensive use of translation memory and QA functionality to underpin its focus on translation quality and consistency. To complement those features, it's also working intensively with customers on building and maintaining terminology databases using the terminology management capability within its SDL solution.

EHLION is also keen to strengthen its existing partnership with SDL and explore more opportunities to win business together.

Discover more of our customer stories: [sdltrados.com/customers](https://sdltrados.com/customers)

## SDL\*

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