

Translution Revolutionises Procurement in China

Cobra UK Ltd is an engineering company at the forefront of innovation and new technologies in the automotive interior sector. Working directly with OEM's and the supply chain, Cobra provides cost effective design and development programmes for this market sector. The company has established its leading position in the automotive sector through its expertise in the area of lower costs and mass reduction.

Cobra operates internationally and its employees wanted to collaborate with other colleagues across the world, particularly in Taiwan where a key member of its team is based. The relationship between Cobra in the UK and its procurement agent in Taiwan is crucial to the companies' success, as its agent is responsible for sourcing all Cobra's manufacturing in China and ensuring that Cobra's designs are produced to specification.

"Jo", as he is affectionately referred to, has a huge network of contacts, both in Taiwan and mainland China, capable of working with Cobra to provide high quality manufacturing at the right cost. His knowledge and contacts are one of primary reasons why Cobra are successful with Tier 1 car manufacturers.

The issue that Cobra faced was that Jo didn't speak any English and they didn't speak any Chinese, meaning that any response to emails was taking at least 36 hours, whilst Jo's family translated them. This was causing major issues for Cobra, both in terms of speed to market and in mistakes being made through poor communications. It was seriously affecting Cobra's competitiveness.

Through an introduction, Cobra found out about Translution's revolutionary software and immediately saw the software as the answer.

Translution first built a dictionary of Cobra's technical terminology by "mining" the terminology from Cobra's existing company materials. Some of these terms, such as contact details, were marked as 'do not translate' but "transliterated" from English into Traditional Chinese.

The dictionary and Translution's software was then installed across the company's systems and also on Jo's PC in Taiwan (Translution's software is also localised into Chinese so that it could be used by Jo). This has enabled Cobra, for the first time, to communicate instantly and accurately with Jo in Taiwan. Although Translution's software is very intuitive, Translution also provided training to both Cobra and Jo in Taiwan (In English and Chinese respectively) in how to use the product and how to write text that will yield the best translations.

"Without the software and the help and support that Translution provided, our ability to compete and communicate internationally would have been severely hampered and, with it, our opportunity to grow the company and get the best possible people to work with us," said Gary Seale, Managing Director, Cobra. "We are now well placed to continue with our objective of providing the best quality products at competitive prices without compromising design integrity."

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Note to Readers:

Translution provides innovative technology solutions which deliver greatly improved machine and human translation – we call it “next generation” translation.

This enables organisations to cost effectively, instantly and accurately translate a vast amount of information, opening up new solutions to multi-lingual communication and marketing.

Translution’s technologies include:

- Translution Pro: translation software for individuals
- Translution Business: translation software for businesses
- Translution: website translation solutions

Translution’s website is at www.translution.com.