

Strategies for Purchasing Translation Services

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Introduction

The following article will look at various procurement strategies for companies with translation requirements.

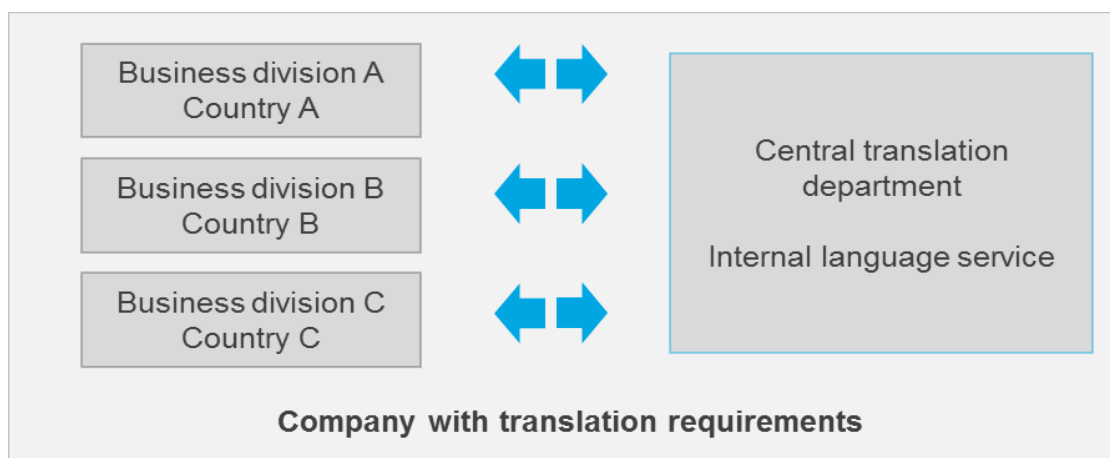
Multilingualism as a Key Factor for New Markets

Internationally active companies need to translate websites, documentation, software user interfaces, firmware or contract documents in order to be present on international markets.

What procurement strategies are there?

Scenarios for Procuring Translations

Option 1: Procurement via an internal language service with translators



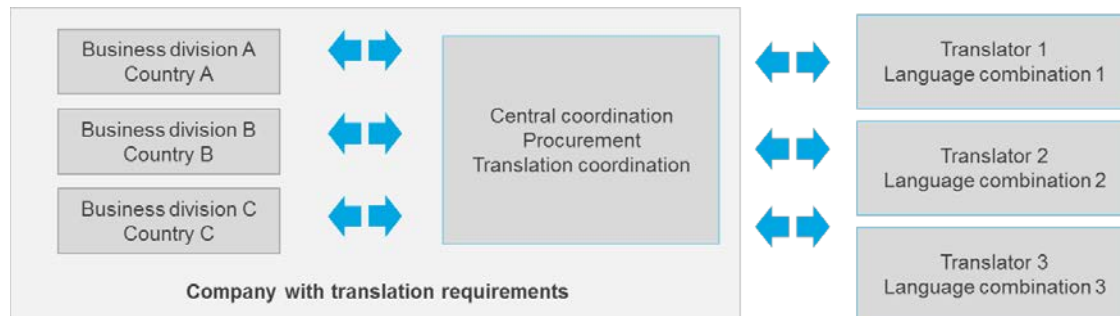
Advantages:

- linguistic quality can be monitored directly

Disadvantages:

- high personnel costs in areas outside of core competencies
- poor management capacity when translations needs fluctuate
- hard to scale, or only with delay

Option 2: Procuring the services of freelance translators



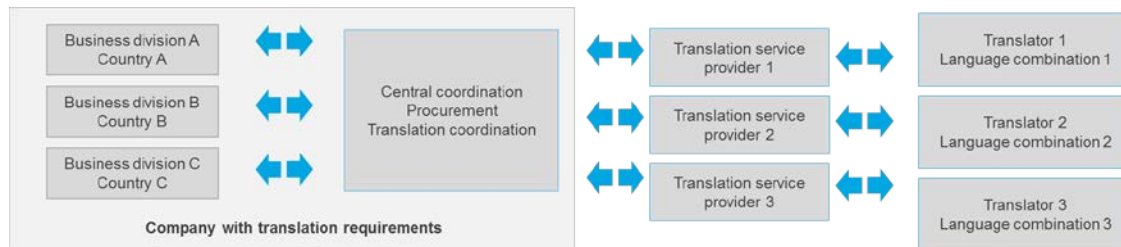
Advantages:

- purchase with favourable conditions
- direct impact on linguistic quality

Disadvantages:

- low and unreliable capacities
- high administrative burden
- no additional or value-added services

Option 3: Procurement via (an) external translation service provider(s)



Advantages:

- flexibility
- scalability
- simplified administrative burden
- additional services

Disadvantages:

- low direct impact on linguistic quality
- usually no direct contact with the translator

The Advantages of Centrally Managed Translation Procurement

- uniform quality and performance standards by contractually fixed service and process descriptions (e.g. pursuant to ISO 17100)
- central price negotiations due to tenders
- optimal procurement conditions through scope-dependent contracts
- reduction in administrative burden due to a decrease in service providers to a strategically reasonable number
- higher quality, re-usability and lower revision costs due to centralization (of translation memories) and continuity (of cooperation)

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