



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



Industry: eCommerce

Size: 13.8 million users
11 in-country online stores
100,000 daily visitors

Reach the global marketplace faster

SDL Machine Translation (now Language Weaver®) helps Made-in-china.com translate their entire product content into 100 languages automatically.

Made-in-china.com (MIC) is a leading B2B e-commerce platform with 13.8 million registered users and 8.3 million global buyers. MIC is owned by Focus Technology Co. Ltd, and their website offers more than 30 million Chinese products.

MIC's mission is to provide global buyers with accurate and dependable information on Chinese products and suppliers, help them communicate and do business effectively.

The Challenge

The demand for Chinese products shows no signs of slowing down. "There's an enormous opportunity for brands, yet engaging with customers in their own language isn't always easy," said Marcel Ning, MIC Business Manager.

MIC has 11 in-country online stores with 100 thousand daily visitors. The company's translation teams are responsible for localizing all product descriptions, pricing and other information, but their processes were manual, repetitive, and therefore, error-prone.

Given the amount of products the company offers, MIC needed to find a less time-consuming and more cost-effective way to offer localized content to its global audience. Quality was an important requirement as poor translations would negatively impact SEO and online performance.

The Solution

Made-in-china.com finally reached out to SDL for a solution. SDL was ready and uniquely qualified to address their challenges with a secure, fast, and high-quality machine translation solution. Ning says MIC engaged with SDL for many reasons:

“First of all, SDL is the industry leader in Machine Translation (MT) technology. Our multilingual experts have tested the translation results of SDL repeatedly. The results showed that the translation quality of SDL was absolutely guaranteed.”

MIC had previously partnered with Systran and Google Translate. But the quality of Systran's machine translation output was not satisfactory. With Google Translate, the stability of the platform was a concern, and in MIC's high-volume scenario, the solution was just not cost-effective.

SDL worked closely with Made-in-china.com to develop and train their MT engine and gradually enhanced the quality of translation in Spanish, Portuguese, French and Russian. This helped to increase customer engagement and SEO performance.

In addition to high-quality machine translation output, SDL offered MIC:

- A team of expert professionals to provide a complete solution
- Support for deployment issues to create a highly stable technical architecture
- Assistance to customize the solution specifically for the MIC e-commerce use case

“SDL has an experienced team to help us cope with all kinds of challenges. In the process of software deployment and lexicon optimization, the SDL team customized the solution for us in real-time according to the requirements of the MIC software architecture and e-commerce terminology,” Ning said.

The deployment and customization of MIC's SDL Machine Translation (now Language Weaver) environment took about a month. Offering stability and scalability, the platform now enables Made-in-china.com to translate incredible amounts of information.

The Results

Since engaging with SDL, MIC has translated their entire product content – over 360 billion characters – into 100 languages. Two comprehensive industry glossaries have also been developed.

SDL brought MIC immediate benefits:

- Reduced manual labor costs
- Improvement in website quality and conversion rate
- Enhanced user experience
- More unique views and longer average session duration
- Easy updates to MIC's MT technical architecture
- Greater stability for the MT system, with fewer issues reported by users
- System scalability through connectors

MIC will continue using SDL Machine Translation (now Language Weaver) to localize their 800 million to 1.2 billion characters of product related content every day. They now have the customized MT solution they need to address the continuously growing volume of content they need to translate. The high translation quality offered by the platform will help them further improve customer engagement, online and SEO performance.

“SDL has transformed the way Made-in-china.com communicates with customers. It offers a rich experience and machine learning technology, and it supports many language pairs. This combination makes SDL Machine Translation (now Language Weaver) ideal for translating our high volume of information rapidly into all of our customers’ languages.

SDL’s response was quick, and the whole project has achieved the desired goals. We might even recommend SDL products to some of our customers.”

Marcel Ning,
MIC Business Manager

To learn more about Language Weaver,
please visit rws.com/mt

Discover more of our customer stories:
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About RWS

RWS Holdings plc is the world’s leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe’s top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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