



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



RS Components Ltd

uk.rs-online.com

Industry: e-Commerce

Headquarters: Corby,
Northamptonshire, UK

Size: 100 production sites in over
20 countries, 7,000 employees

Solution elements:

SDL Machine Translation
Cloud (now Language
Weaver® Cloud)

Translation Management

Working with SDL, RS Components implemented a machine translation solution to translate their new product offering into 12 languages faster and at reduced cost.

RS Components is a trading brand of Electrocomponents PLC. With operations in 32 countries, the company offers more than 600,000 products through the internet, catalogs and at trade counters to over one million customers, shipping more than 44,000 parcels a day.

RS Components' products, sourced from 2,500 leading suppliers, include semiconductors, interconnect, passives and electromechanical, automation and control, electrical, test and measurement, tools and consumables.

The Challenge

RS Components was facing a dilemma – larger and larger volumes of content and a limited budget. The company needed to ensure that their website held a full product offering in all of their 12 core languages in order to meet the needs of their customers worldwide. Since human translation at this scale was not possible with their existing budget, a fundamental change in approach was required.

In the past, content was translated to human quality if budget allowed or not translated at all if there was insufficient budget. Over time this created inconsistent experiences on local websites.

The company needed a scalable solution to translate high volumes of content, while simultaneously reducing the publishing time between English and local language websites.

RS Components wanted to implement a machine translation solution but needed to demonstrate that this approach would work, so the company partnered with SDL on a Proof of Concept. This required the delivery of 30 million words of technical product descriptions in 12 languages, translated and published with daily updates to their website catalog in just 6 months.

Key Facts and Figures

- Deliver 30 million words of product descriptions in 12 languages with daily updates
- Publishing time between English and local languages reduced from 5-10 days to 1-2 days

Results

- Noticeable reduction in costs
- Shift in focus from manual to automated translation
- RS Components is able to rapidly expand their catalog

The Solution

A combination of Translation Management and SDL Machine Translation Cloud (now Language Weaver) helped RS Components translate an initial requirement of 30 million words in 12 languages. The platforms integrate with RS Components' existing systems and processes, enabling the company's focus to shift from manual to automated translation.

A workflow developed for SDL's technology and the company's content management system delivers a daily drop of files for translation. Custom filtering extracts the content for translation and applies translations from the extensive Translation Memories.

Neural Machine Translation is then applied to the remaining untranslated content using trained engines for the key languages (Japanese, French, German, Italian, Spanish and Simplified Chinese). Files are then re-built for delivery and published to the live site.

The Results

The immediate problem of budget was solved with a noticeable reduction in costs. Also, publishing time between English and local languages was reduced from 5-10 days to 1-2 days. This new, streamlined approach allows the digital teams to easily share content for translation, where either machine translation or human post-editing is applied.

Due to new technologies like Industrial Internet of Things and digital connectivity, industrial and electronic customers require a vast range of products and more and more specific products. RS Components is leading the digital market by offering the best brands and wants to further support customers by expanding their product range. This translation solution enables RS Components to rapidly grow their catalog to respond to new industrial and electronic trends.

Challenges

- Increasing content volumes but limited budget
- Decrease publishing time from English into local languages
- Support for the full product offering in 12 core languages
- Implement a scalable solution to translate high volumes of content

“Sharing strategic objectives made us see the problem from a different perspective and find an innovative solution to use as a keystone for a more agile translation strategy.”

Dominic Pemberton,
Vice President
of Digital Content

Looking to the Future

RS Components' translation strategy is expanding to fully integrate data in decision-making processes about quality and value creation. RWS will continue to support this strategy through quality-driven translation activities like post-editing.

RS Components is exploring further use cases within the business.

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

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).

For further information, please visit: www.rws.com

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