

SEAMLESS COORDINATION OF TRANSLATION PROJECTS 24/7 FOR BUSINESS WIRE



AMPLEXOR has implemented a solution dedicated to the translation of press releases for Business Wire, the leading global distributor of business information.

The solution involves three coordination centers that seamlessly orchestrate translation projects and a highly secure production system that processes translation requests globally, day or night.

THE SITUATION

Business Wire is the leading global distributor of business information, and its enterprise customers rely on it to deliver their press releases to journalists, financial and investment professionals, regulatory authorities and the general public.

With 29 offices and 20 newsrooms around the world, Business Wire receives an immense volume of press release content daily. Press releases cover a broad range of business topics, including financial results, clinical trial information, new product announcements, changes to organizational structures, etc.

Prior to distribution, Business Wire's newsrooms format and coordinate the releases per their customers' specifications. Due to the wide variety, when press releases are translated, each must be translated by someone who is highly qualified in the related field or industry.

THE CHALLENGE

AMPLEXOR has translated press releases for Business Wire since 1999.

Initially, we translated press releases for Business Wire on a small scale. The volume steadily increased, and by 2015, AMPLEXOR translated approximately 9,000 press releases into more than 25 languages.

To keep up with the increasing volume of time-sensitive press releases, Business Wire required 24/7 coordination of decentralized translation projects. Furthermore, the company needed to ensure the process of translating each press release did not exceed 48 hours, no matter the language combination or length of the article.

"Business Wire is a typical customer of AMPLEXOR's translation services. This customer demands a fast and high-quality service, and AMPLEXOR is honored to work with them for all these years."

Anne Lux

Senior Manager Strategic Accounts
at AMPLEXOR

AMPLEXOR's production system enables decentralized project coordination and 24/7 translation output for press release distribution

THE SOLUTION

AMPLEXOR's in-depth expertise in creating digital platforms, combined with our global understanding of Business Wire's priorities and objectives, enabled us to develop a dedicated solution to support the company's press release translations. The solution involves three coordination centers that seamlessly orchestrate translation projects and a highly secure production system that processes translation requests globally, day or night.

The production system integrates seamlessly with Business Wire's editorial system to support press release translation in the following ways:

- Original copy is uploaded to the AMPLEXOR platform in NewsML format

- The production system assesses the file's metadata to:

- Recognize the required language combinations
- Determine the number of words
- Estimate the delivery time for the text file

- Translation requests are then automatically generated for each target language

Additionally, translation project coordinators have access to an extensive network of freelance linguists who are native speakers of the required language. Translators are specialized in a variety of subjects, receive background information on each project and are thoroughly vetted to ensure their work meets translation quality standards. Moreover, all linguists are proficient with all systems and technologies needed to complete each project.

THE RESULT

AMPLEXOR's innovative solution integrates seamlessly with Business Wire's existing systems to ensure the company can efficiently and securely provide expertly translated press releases for their customers 24/7, 365.

"AMPLEXOR has been a trusted service provider for more than a decade. They are extremely service-oriented"

Neil Hershberg

Senior Vice President Global Media at Business Wire



For more information about Business Wire, please contact:

Neil Hershberg

Senior Vice President,
Global Media

☎ +1 212 752 9600

✉ neil.hershberg@businesswire.com

ABOUT AMPLEXOR

AMPLEXOR is a leading digital solution provider offering global compliance, digital experience and content solutions. We help customers achieve process efficiency, increase revenue generation, reduce time-to-market and ensure quality and compliance. Our state-of-the-art solutions support core industry processes, and include software technology, consulting, system integration, and language and content management services. We provide combined solutions and services to in the fields of aerospace & defense, automotive & manufacturing, energy & environment, finance, life sciences, and the public sector.

AMPLEXOR is established in 22 countries with more than 1.800 employees across three continents.