



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



Lifepus International: Gaining global content cost and process control

lifepus.com

Industry: Health and Well-Being

HQ: USA

Size: More than 500 employees

Established: 1992

Trading in the health and well-being sector, in over 50 countries around the globe, it was essential that Lifepus managed costs and reduced admin time.

Lifepus International is a rapidly expanding global business providing scientifically proven, high-quality nutritional supplements and organic personal care products. Using referral marketing, Lifepus has business associates in over 50 countries, supplying content in English, German, French, Italian, Spanish, Dutch and Japanese.

Historically, Lifepus used a number of translation services, including several agencies and freelancers. As a fast-growing business, its translation approach evolved in an ad hoc manner, presenting quality, consistency and time-to-market challenges. It was clear that processes, administration time and costs needed to be improved.

With new markets and an increasing portfolio of marketing assets, Lifepus needed greater control over its spiralling administration time and translation costs. Their procurement team conducted a thorough analysis of the business requirements, benchmarking the marketplace in the process. After lengthy consideration, RWS was selected as the sole provider of its localization services.

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The right localization partner

When one of Lifeplus' previous translation agencies went into administration without warning, the organization faced an immediate problem with projects in progress. RWS responded quickly, managing all projects effectively and delivering to the agreed deadlines.

This experience assured Lifeplus that it was in safe hands

Faye Elmore, Senior Customer Marketing Manager for Lifeplus, commented, "While we had developed excellent relationships with a number of freelancers, it was clearly not cost effective in terms of time and management processes. Our partnership with RWS not only provided instant transparency on cost, but it improved administration time enormously and simplified our processes. We were also delighted that they were able to integrate a number of our trusted freelancers into their organization."

A long-term solution

Lifeplus has an ambitious strategy, prioritizing international market expansion. So it needed a translation partner that could anticipate and interpret its changing business needs and scale accordingly.

As a health and well-being brand with a very specific tone of voice, Lifeplus also needed a robust translation solution to reflect the brand in local markets. The quality of language and terminology solutions that RWS provided was therefore a key factor in Lifeplus' procurement decision.

Prior to selecting RWS, Lifeplus found that using multiple translation vendors often resulted in inconsistent translations. For Lifeplus' marketing, this often meant that the intended meaning was lost.



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"RWS focuses very much on the quality of the language, and this enabled us to work with them in maintaining our terminology to really capture the essence of the content being translated. I cannot underestimate the value that this quality of work brought to our practices," explains Faye.

Using RWS as a sole vendor has helped to streamline tasks, moving from managing multiple freelancers to providing consolidated translation and terminology management. With access to RWS's translation management system (TMS) in both Europe and the United States, Lifepus now builds its translation memory to benefit from reduced costs per word.

The dashboard, which provides instant insight, saves Lifepus both time and expense. Rather than managing multiple disparate spreadsheets, they now record data on volume and spend per country. This enables Lifepus to fully understand the costs of servicing each market, which reflects ROI more accurately.

Faye summarizes, "RWS's approach to partnership and innovations in technology are obvious key drivers in their continued success. Using their intuitive cloud-based Managed Translation interface, we have instant access to industry-leading technology and associated services. We are also confident that future innovations are only a step away. As an innovative business ourselves, we look to partner with like-minded businesses to ensure our success together."

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Faye Elmore
Senior Customer
Marketing Manager,
Lifepus

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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).

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

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