

Case Study

About Internet Wire:

Internet Wire is the leading Internet-based distributor of direct company news and other business communications materials. Internet Wire distributes corporate news, including press releases, financial announcements, graphics, audio and video files, and other time-critical business communications materials across an array of industry-specific channels.

The Challenge:

Internet Wire was responsive to the rapid growth of the Spanish-speaking Internet communities in the United States and Latin America. The company recognized the importance of translating English content into Spanish to reach and serve this audience better. The challenge was to release the translated news immediately following the English version and to maintain the content's journalistic style. Internet Wire needed a translation firm that offers a unique combination of quality, reliability, and speed results in hours, not days. iLanguage's end-to-end services were the perfect answer to this challenge.

"There's a tremendous need to serve the non English-speaking markets over the Internet, said Mike Turpin, CEO of Internet Wire. "We provide distribution in Spanish, as well as English, to meet that need. In iLanguage, we have a partner who offers us speed, accuracy and cost effectiveness.

The Solution, iLanguage Editorial:

iLanguage, in contrast to its competitors, knows the value of centralizing its translation and localization operations. The company has set up state-of-the-art "call center" type production facilities with professional in-house translators (all native speakers) working in all possible language combinations - offering greater flexibility, collaboration, team spirit as a platform to high quality and unprecedented turnaround times.

Everyday, press releases are translated by an experienced team of eTranslators, knowledgeable about the business-oriented, journalistic style of Internet Wire's content. A customer-specific database is gradually updated to ensure high quality and consistency over time. The draft translation also undergoes a proofreading process, in which the language supervisor edits and validates the initial version. The end product is a high-quality, human translation completed in record time and suitable for direct publishing on the web.

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