



## Fujifilm Communications Team Reduces Artwork Time by 80%



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***“Easy to setup and easy to manage. Memsorce is quite a joy to use. As a design department, we chose Memsorce to help us manage the translation process and produce localised artwork more efficiently. We even expect our in-house translators to be able to pick it up and use it with only a brief quick-start guide.”***

### Customer Profile

## FUJIFILM

Based in Kent, United Kingdom, the marketing communications department of Fujifilm Graphics division produces sales and marketing tools for use in EMEA. The content creation and localisation team, headed by Michael Bush, creates a wide variety of materials for print, online, mobile and display formats such as graphics-rich presentations, brochures, campaigns, exhibition material and microsites.

The traditional method of localising materials was to provide artwork files to the specific countries; they would then use a local design agency to make the translation and layouts. However, with limited local resources, a lot of the material provided ended up being used in English. This was not an ideal situation for the company

Michael's department saw an opportunity to provide a better central service by supporting the translation and artwork localisation process. As they were working across many countries, many of the materials they produced needed to be translated into around 15 languages.

Initially, the team started providing .pdfs or text documents to translators, which they received back and manually copied and pasted text into the InDesign artwork. This method was laborious and tedious, taking up to 1.5 hours to artwork, revise and approve a typical brochure which often included diagrams, tables and charts. Michael started to look for ways to make this process more efficient and after thoroughly researching and trialling a variety of solutions available on the market, he chose Memsource.

## **IDML < > XLIFF Converter Drives Productivity**

Most of Michael's master artwork is created in InDesign. Memsource enables him to upload the artwork as .idml files and clearly presents work to the translators in a bilingual xliiff format.

When the translation is complete, Memsource automatically reassembles the .idml file for the designers and they only need to correct minor elements, such as making adjustments to text boxes.

After switching to Memsource, the time to prepare a brochure or presentation in a new language improved from 90 minutes to around 15 minutes. Without introducing Memsource, it would not have been viable to take the translation process in-house. Now, it is just an extension to the process of creating original content, with Memsource being managed by the design team themselves.

Moreover, Michael's team started leveraging translation memory. When they prepare a suite of materials for a product, they find that a large percentage of the text is automatically filled by pre-translation. For example if a brochure is translated, a presentation on the same subject may already be 30-40% complete just from the translation memory. This saves valuable time for the in-house translators, and it is just the beginning: the translation memory and the percentage of matches will only grow over time.