JONCKERS

amazon

AMAZON EFFICIENTLY TRANSLATES MILLIONS OF WORDS A WEEK WITH WORDSONLINE, BY JONCKERS

MILLIONS OF WORDS PER WEEK

WORLDWIDE LANGUAGE COVERAGE

HUNDREDS OF LINGUISTS

WORD VOLUME FLUCTUATION

ALMOST 400 MILLION LOCALIZED WORDS

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DON'T WORK HARDER, WORK SMARTER

The first project Jonckers received from Amazon HQ was for several million words. This needed to be translated within a few weeks. Jonckers finessed their high volume continuous delivery through the use of the in-house AI translation platform, WordsOnline. During the first year of collaboration, Jonckers processed 150 million words for Amazon.

Over the years, Amazon collaborated with Jonckers not only for regularly post-editing content to be published on Amazon sites, but also for analyzing and cleaning up sellers product descriptions. If these improvements were not made in the source text, it may pose problems later when translating into different languages.
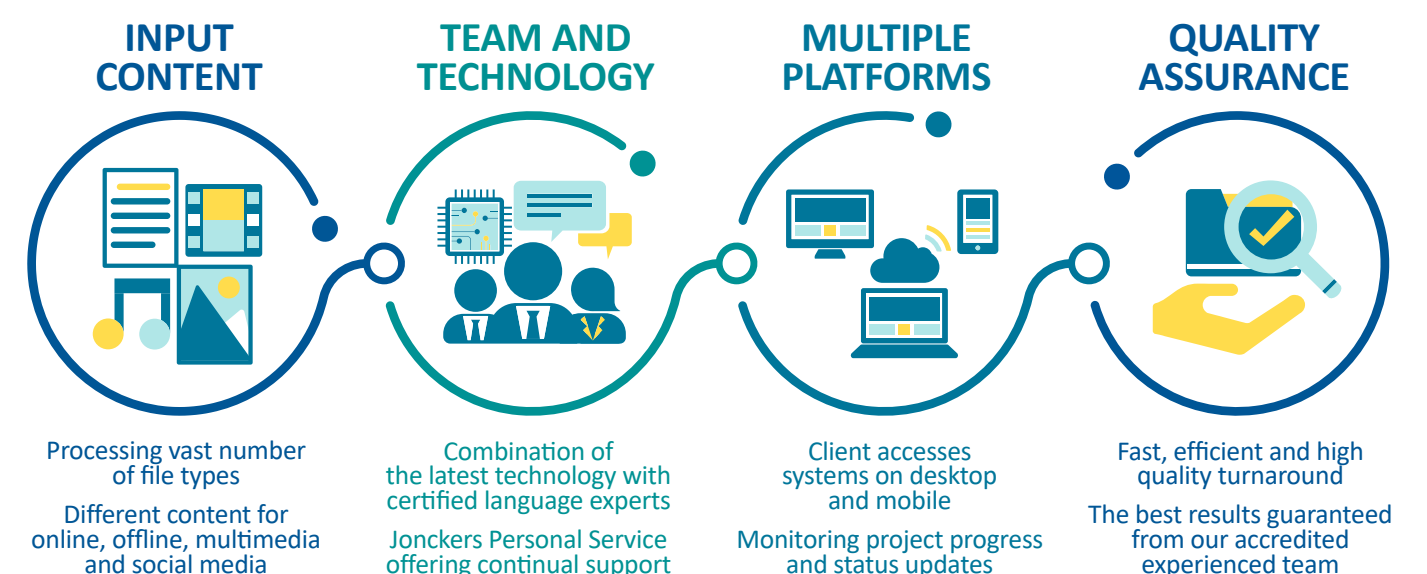
Jonckers loves to support Amazon's continuous publishing strategy; to enter new markets faster and more efficiently.

How can Jonckers support the translation of millions of words in the dynamic eCommerce world?

ABOUT AMAZON

Amazon is a truly global technology company focused on eCommerce, Artificial Intelligence, cloud computing and digital streaming. Founded in 1994, Amazon only sold books at first, then expanded to CDs and music. It patented the 1-click buying feature and in 1999 opened a 3rd party marketplace which catapulted the company to become the world's largest online marketplace. Over time, they expanded their service offering to include web hosting, Amazon Prime membership and revolutionary Kindle readers, securing their place as the largest internet company by revenue in the world.

Hand in hand with this exponential growth, globalization, and the enormous variety of products sold, product localization and accessibility to all global customers became a huge challenge. Amazon needs to localize billions of words monthly to bring their products to the buyers and inspire them to buy. Jonckers is proud to be one of Amazon's trusted localization providers. We have localized almost 400 million words for Amazon in multiple language combinations and delivered within the tight turnaround times characteristic of the e-Commerce environment.

INPUT CONTENT
Processing vast number of file types

Different content for online, offline, multimedia and social media

TEAM AND TECHNOLOGY
Combination of the latest technology with certified language experts

Jonckers Personal Service offering continual support

MULTIPLE PLATFORMS
Client accesses systems on desktop and mobile

Monitoring project progress and status updates

QUALITY ASSURANCE
Fast, efficient and high quality turnaround

The best results guaranteed from our accredited experienced team

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AMAZON'S CHALLENGE

Given the huge volume of required translations, Jonckers quickly realized the limitations of the traditional translation process. It would be difficult to find the high number of translators required and too time-consuming to coordinate the prompt completion of an individual's work.

Furthermore, when you send out translations to different people with different standards, it takes time to evaluate the quality of the work received. This would allow virtually no time to re-allocate any substandard content or re-assign non-delivered sections. It soon became clear that if we tried to manage this volume of content using the traditional translation workflow we would fail. **With Amazon, we had to do things differently.**

"**With WordsOnline, dozens of project team members can work jointly on huge volumes to localize everything in short turnaround time. I am fascinated when I realize that it only takes one click by the client to trigger so many internal semi-automated processes and sending work to hundreds of linguists who make that click work delivering great results. Seeing all the people, steps and processes mutually working together, and how natural all the steps flow one after another is extremely satisfying.**"
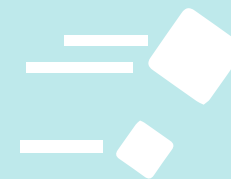
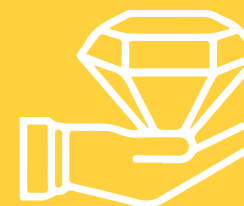Vladimir Nemec, Program Manager at Jonckers

SHORT TURNAROUND TIMES

MILLIONS OF WORDS PER PROJECT

#1000000's

E-COMMERCE SOURCE TEXTS

VOLATILITY OF LANGUAGE REQUIREMENTS

HIGH QUALITY DEMANDS

JONCKERS

SCALABLE WORKFLOW

COST-SAVING APPROACH

MANAGEMENT AUTOMATION

ONLINE PROJECT MONITORING

LINGUISTIC CLOUD PLATFORM

HOW JONCKERS HELPED

Jonckers saw that the traditional step-by-step model was overwhelmed by the sheer scale of the work to be delivered. We needed something new. The need for Amazon's products to simultaneously reach different markets in the frenetically fast eCommerce world was not compatible with the traditional translation workflow. **That is when WordsOnline came to the rescue.**

WordsOnline enables Jonckers to manage high volume projects with short delivery times by using a large pool of linguists. We can distribute the content to be translated, monitor progress and quality based on live data, and make fast decisions. With WordsOnline we can postedit, revise and provide linguistic training to keep improving our linguist's quality while the project is still ongoing. We can also dynamically increase or decrease the pool of linguists simultaneously working on a project based on the throughput, remove linguists who do not achieve our quality expectations, and program content to be delivered to Amazon on a staggered basis.

"**It was amazing to see the difference this made to our control. At the end of every day, we could check if the translators had started working, see how many words they had translated and if they were on track for delivery. We could see if they did not start and could re-allocate their content to someone who was ready to take on more work. It changed our life. For the first time, we felt like we had control over the millions of words of content we were processing. We knew the status of every language and every section of work.**"

Geo Janssens, EVP Strategic Accounts Jonckers

DISCOVER WORDSONLINE BY JONCKERS

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time? Most translations use a tedious, manual step-by-step process, which is disconnected, time-consuming, and relatively expensive. With over 25 years of experience in language services, Jonckers has developed an AI cloud platform called WordsOnline. WordsOnline uses a continuous publishing and localization approach that is fully automated, data-driven, and continuous with a fully integrated language community.

WordsOnline is the end-to-end localization platform that combines Neural Machine Translation technology with an AI-empowered translation community to provide control, transparency, and scalability. **Go global faster and on budget.**

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www.jonckers.com

THE RESULTS

Without a doubt, Amazon experienced a huge improvement in turnaround times by changing its workflow to WordsOnline. Linguists boosted their productivity thanks to WordsOnline's ready-to-use cloud-based platform. We vastly reduced the linguist's time spent on activities such as downloading files, creating projects or adding terminologies. This allowed our translators to reach an average of 7,000 words a day, with some showing incredible productivity numbers of up to 10,000 words per day, three times the norm.

Jonckers improved its efficiency by semi-automating the management of these huge projects. WordsOnline helps resource managers to find the best linguists for each language combination, engineers to pre-process and post-process the massive files, and project managers to distribute the job to linguists and meet deadlines. We can measure our productivity and control the quality of the output in real time. We can reduce the risk of delayed deliveries, corrupted files and below average quality.

Amazon's challenges encouraged Jonckers to grow stronger and find solutions for multimillion-word eCommerce projects with tight deadlines. WordsOnline enables us to manage the risks and costs associated with huge projects, in a way unimaginable with traditional translation methods. Implementing WordsOnline in our workflow greatly helped to build our reputation and trust with Amazon.

"**WordsOnline was created exactly for this type of content, to support clients like Amazon to translate millions of words quickly and at the right quality level. It's been a pleasure to work and learn from Amazon's needs and create a platform that has become the go to solution for eCommerce localization.**"

Chiara Raimondo, Chief Customer Success at Jonckers