One of the world's most well-known rental car companies partnered with Translations.com to localize their website and booking engine into Canadian French in a demanding timeframe. We implemented our proprietary GlobalLink™ Content Director technology, which seamlessly integrated with the client's existing content management UI and database and resulted in improved quality, more efficient translation workflows, and significant cost savings. Since this project was completed, two additional language versions of the site have been added, and Content Director has saved the company 4,000 man-hours per year.

The Client:

Founded in 1946, Avis was the first company to rent cars from airport locations. Today, Avis Rent A Car System, LLC operates one of the world's leading general-use car rental brands, serving both business and leisure customers in 2,100 locations across the United States, Canada, Australia, New Zealand, and the Latin American/ Caribbean region. The company's website, avis.com, receives nearly one million unique users every month and accounts for a growing share of Avis's more than $5.6 billion in annual bookings.

The Challenge:

Canadian renters account for the second largest volume of Avis customers worldwide. In order to better serve these clients, Avis decided to translate avis.com into French for Canada. To accomplish this, over half a million words of web content would need to be localized within a dynamic authoring process and under tight time contraints. To complicate matters, Avis was developing a new English version of their website at the same time, resulting in a constant influx of new content for inclusion on the French site.

On the technical end, over half of avis.com's text strings resided in an Oracle database. In order to prevent string breakage or waste linguistic efforts, any localization provider would need to first identify which strings were localizable, and then create a process for submitting localized content back into the database without losing special characters and strings. Finally, a customized technical solution – one that would work in Avis' current environment and with the site developer's software – was needed to facilitate and track changes to the avis.com site. This solution would have to include a fast, reliable method for transferring files to the appropriate resources during each phase of the project.

"Translations.com delivered on the promises they made before we started. The SOW amount was exactly delivered as contracted. They are excellent in helping define scope."

— Avis

The Translations.com Solution:

Avis decided to team up with Translations.com for this initiative. We quickly realized that the most time and cost-effective strategy would be to implement our proprietary GlobalLink™ Content Director technology. The benefits of this solution included:

- Content Director worked directly within the TeamSite UI, which Avis uses to manage the company's website content. Because Avis's content managers were already familiar with TeamSite, this significantly decreased the time needed to train them on the new system.

- By automating a number of time-consuming manual localization tasks, including file extraction from TeamSite, submission and retrieval from the Translations.com FTP server, and reintegration into TeamSite, Content Director greatly accelerated the entire localization process.

- Content Director seamlessly integrated the new translation tasks into Avis's content management workflows, providing change detection functionality and producing reports on both new and edited content. This feature eased the burden on managers by providing snapshots of progress to the individual file level during every stage of the initiative.

- The Oracle Database Adaptor enabled business users at Avis to select content for localization without requiring the assistance of a database administrator. This was important in keeping the project on track, as content additions made through GlobalLink could be translated within 24 hours.

As a result of this partnership with Translations.com, Avis has successfully created two additional language versions of the website, with more on the way. Updates to the English site are synchronized with the multilingual sites through the company's GlobalLink configuration, and Avis estimates that Content Director saves them the equivalent of more than 4,000 man-hours each year.

translations.com

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