

Achieving a Tripartite Win by Focusing on Individual Core Strengths



In the context of economic globalization, division of labor has infiltrated all walks of life and the localization industry is no exception. Typically, multinational companies tend to choose MLVs (Multi Language Vendors) who are able to provide one-stop multilingual services, and then MLVs distribute these services to Regional Vendors or SLVs (Single Language Vendors). As a Regional Vendor or SLV, how can we bring greater value to clients in addition to quality project delivery? With a real-world example, iLen will tell you how we achieved what we call a "Tripartite Win" in business collaboration.

In the afternoon of Oct. 12, 2015, Jane visited iLen Chengdu office on behalf of a well-known multinational company that works with Moravia, a famous MLV. Jane had a meeting with our team members who are responsible for projects from that multinational company. Language services for this multinational company involve about 100 languages with high quality demands. Among them, Simplified Chinese is the top priority. That's why this client set up internal reviewers and requires these reviewers to directly communicate with translators over translation queries. Over the past few years, our team has been actively listening to feedback from these reviewers and quickly integrating this feedback into our processes. By providing excellent translation quality, we have received nothing but favorable comments from all relevant internal teams of that company. During Jane's visit, we knew that we represented not just iLen, but also our client Moravia. As we have always said, we act exactly like an extension of our client's office in Asia. As a result of this meeting, Jane gained renewed confidence in our ability to increase production capacity

while maintaining quality. She indicated that more business volume in Simplified Chinese is to be expected for Moravia, and iLen will obviously benefit from it.

Through this business collaboration, we believe that the Regional Vendors or SLVs, MLVs and end customers can achieve a Tripartite Win by focusing on their respective strengths. As shown in this example, iLen is focused on production processes, quality management and delivering project files that can be directly delivered to the end customer. We maintain real-time communication with the end customer's internal reviewers and this has effectively reduced internal management pressure and communication costs between Moravia and the end customer. Meanwhile, Moravia is focused on the selection and assessment of vendors and coordinates multilingual projects for each language. As for the end customer, they can offload the cumbersome project management of over 100 languages and focus on their core business. With this collaboration, the three parties create their own value. This cannot be achieved without mutual trust and respect. As long as you regard others as value creators, they will bring value. This is true for employees as well as for clients.

By focusing on our own core strengths, we can take a new approach to mutual cooperation and look forward to more win-win-win situations in the coming year.

Services Provided

- Translation
- Software Localization
- Website Localization
- Multimedia Localization
- Localization Engineering
- Multilingual Desktop Publishing
- Interpretation
- Software Testing

Our Main Language Pairs

English into Target Languages

Simplified Chinese	Indonesian
Traditional Chinese	Malay
Japanese	Vietnamese
Korean	Tamil
Thai	

Source Languages into Chinese

German	Korean
Spanish	Japanese
French	

Chinese into Target Languages

English	Korean
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CAT Tools

SDL Trados 2007	SDL Trados Studio
SDLX	XTM
Catalyst	Passolo
MemoQ	DejaVu
Wordfast	Heartsome
Transit	Across

DTP Applications

Adobe InDesign	Microsoft Word
Adobe FrameMaker	Microsoft Powerpoint
Adobe Illustrator	Microsoft Excel
Adobe Photoshop	Microsoft Publisher
Coral Draw	Quark Xpress

Engineering Tools

Adobe After Effects	Articulate Storyline
Adobe Audition	Articulate Studio
Adobe Captivate	Dreamweaver
Adobe Flash	Lectora Inspire
Adobe Premiere	Madcap Flare
Adobe RoboHelp	Subtitle Workshop

Quality Certificates



Office Hours

9AM - 6PM GMT+8
Monday - Friday

Corporate Social Responsibility

Continuing care from iLen



At the end of October another batch of autumn and winter clothing donated by iLen employees was shipped to Sichuan mountain district. This has been an annual voluntary activity at iLen for four years now. The donation serves to make use of our employees' unwanted clothing, reduce damage to the environment and help those in needs at the same time.

Making every effort to help others has become a core value at iLen. Over the years, we have made donations to schools, special-needs educational institutions, earthquake relief and charitable organizations. We also organize various activities every year and ask employees and their friends to join in. These activities are part of the corporate social responsibility we feel is important. iLen strives to be a caring, responsible company that exudes positive energy through these small volunteer activities.

Testimonials

We have done several requests this year for this client. It is a very large company and today they told us they are very happy with the quality of your work. Please pass this on to the translators. They also told us they will send us more often new requests. Let hope it will become a new large client!

-- Thomas, LBS - Language & Business Services

The client reviewed your translations and did not have any feedback - great work!

-- Courtenay, Eriksen Translations Inc.

This looks good to me, I'm very satisfied with your work and will be sending you more projects in the future.

-- Akazi, Luz Sàrl

Team Corner

Exploring Wutong Mountain



On October 31, iLen Shenzhen headquarters organized an "Exploring Wutong Mountain" activity to help everyone relax and promote communication with each other.

Wutong Mountain is the highest mountain in Shenzhen and is known as the "green Lung of Shenzhen". After a delicious vegetarian lunch we started climbing in the autumn sunshine. We climbed upstream along the Taishan Mountain stream trail, with babbling water all the way up and beautiful primeval trees all around. The winding path took us through forest and past waterfalls, which offered fantastic views. It was not only easy on the eyes, but also good for our health too. The old trail is steep and narrow and we even needed to use both hands and feet in some of the more dangerous spots. By encouraging and helping each other, we finally made it to the top of Small Wutong Mountain. After looking at the verdant mountains and azure sky, we felt a tremendous sense of accomplishment.



This expedition helped us get closer to nature and was also a great way to challenge ourselves. We believe this courageous spirit will benefit us both in work and in life.

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