



Business challenge

With translation work allocated to hundreds of global freelancers, PureFluent needed a more efficient way to share documents, maintain version control and integrate customer-requested changes.

Transformation

Working with IBM Business Partner Artrium, PureFluent adopted IBM® Connections™ Cloud, a suite of cloud tools for collaboration and document management, and IBM Verse™, for cloud-based communications.



Sonja Kirschstein
Director of Projects
PureFluent

Business benefits:

Maximizes
efficiency of document management, empowering small internal team

Cuts
time required to allocate and manage projects across global workforce

Improves
customer service by simplifying engagement and accelerating work

PureFluent

Connecting to partners and customers through the cloud for enhanced productivity

PureFluent is a fast-growing, innovative translation services company with customers in more than 20 countries. Drawing on a small in-house staff and geographically dispersed team of professional freelance translators, the company translates more than seven million words every year and up to 100 different language combinations every month.

“IBM Connections Cloud streamlines the whole review process and saves our project managers a lot of time.”

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Director of Projects
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Addressing process inefficiencies

PureFluent needed a way to increase the efficiency of its translation and document review processes. The company often received files in uneditable formats from customers, which required staff members to painstakingly transfer text to word processing or spreadsheet documents.

During the translation process, maintaining version control was a challenge because PureFluent sent work to hundreds of translators in multiple geographic locations. It was also time-consuming for staff to manage the large volume of emails and FTP transactions required to submit translations for customer review and ensure the integration of requested changes. Furthermore, staff were spending significant time hunting through their emails for specific attachments.

Sharing documents on the cloud

Working with IBM Business Partner Artriom, PureFluent initially adopted the IBM Connections Cloud suite of integrated social collaboration services, and later added IBM Verse cloud-based email and calendaring.

IBM Connections Cloud brings together the company's business social network with web conferencing and collaboration capabilities, such as file storing and sharing, instant messaging and activity management, all delivered on the highly available IBM cloud. PureFluent in-house staff now share translations with customers and freelance translators faster and more easily, and the company benefits from free guest accounts for customers and translators.

"These free guest accounts are very important as we have a small staff but work with 700 translators and several hundred customers all over the world," says Sonja Kirschstein, Director of Projects at PureFluent.

Faster translations

The IBM Connections Cloud solution helps increase PureFluent's productivity by reducing the time spent managing document exchanges and providing a workspace in the cloud for collaborative translation and review. Staff members and freelance translators around the world can work together on documents without worrying about compromising version control. "The updated meeting functionality within IBM Connections Cloud makes it really easy to run online meetings and collaborate with our global workforce and customer base," says Sonja Kirschstein.

The IBM solution fosters interactions by enabling translators, project managers and customers to collaborate simply by logging into their IBM Connections Cloud accounts. "IBM Connections Cloud streamlines the whole review process and saves our project managers a lot of time," says Kirschstein. "Meanwhile, the faceted search feature in IBM Verse makes it fast and easy to find important files in emails. That is a huge help when it comes to delivering rapid and responsive service to our customers. It's also great to have direct access to shared calendars in the same window as email."

Solution components

- IBM® Connections™ Cloud
- IBM Verse™

Take the next step

To learn more about IBM Connections Cloud and IBM Verse, please contact your IBM representative or IBM Business Partner, or visit the following websites: ibm.com/software/products/en/ibm-connections-cloud and ibm.com/software/products/en/ibm-verse

To learn more about Artriom, visit: artriom.com

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