George Linkletter
Linking With Customers

Linking with Customers is a monthly column that focuses on how organizations use strategy and technology in the messaging process to bolster sales, lower costs and forge stronger bonds with customers.

Article
Apr 20, 2009

Overlooked Gems

Hidden values lie just off the beaten path

It is always a good idea to take note of what the industry leaders are doing. After all, the Canons of the world didn't get to their lofty perch by being complacent. They are the leaders for a reason. They know their customers, their needs and they work hard to meet them.

But when I go to a show like On Demand, I always take a few minutes to look beyond the giants -- because there are dozens of smaller or lesser-known companies out there with unique or fascinating capabilities. Some may even become a Canon at some time in the future.

Two companies in particular caught my attention at On Demand. Both offer intriguing value to managers of high-volume print/mail finishing operations

Automated Translations

One is called **Promt**, a firm that offers automated translation software and services involving English and eight European languages: Spanish, French, German, Italian, Portuguese, Lithuanian, Ukrainian and Russian. Applications span documents, web sites, corporate intranets and messaging via handheld devices.

Promt's enterprise solution is a "comprehensive approach that meets the needs of large firms with a multi-national workforce, multiple overseas branches or large volumes of documents," says Rui Monteiro-Claro, director of business development. Yet Promt also offers an online service and a desktop solution that is easy for small businesses to access or implement. Indeed, its online service processes about 75 million translation requests a month.

It is no secret that the U.S. is diverse country. Whether large or small, many U.S. businesses, government entities, academic institutions and non-profit groups need to reach communities and individuals where English is poorly understood or not spoken at all. Local businesses that cater to tourists often need to reach out and communicate in multiple languages. And an increasingly global marketplace offers substantial opportunities for businesses that can facilitate communication with customers in their native language.

For print/mail finishing managers, having access to an automated translation capability can yield a competitive one-stop-shopping advantage. Clients who are short-staffed, or over-worked or inexperienced with translation will relish the chance to eliminate even one extra task or interaction with a vendor.

Two of Promt's managers -- Rui Monteiro-Claro and Alex Yanishevsky, senior solutions architect -- were on hand at On Demand and provided an excellent overview of the firm's capabilities.

Promt has an impressive client list – Adobe, Cisco, Seimens AG, NASA, and DHL to name just a few. Xerox, another very satisfied client, attests that the software reduced translation costs while increasing productivity, speeding time-to-market and the improving the quality of the translation over an existing manual approach.

Link: http://www.outputlinks.com/html/columnists/George_Linkletter/Overlooked_Gems_042009.aspx?id