

Global sales team wins more business with proposals on demand



“It’s not enough to just understand translations...document production or document fulfilment. We need to... have a supplier that can team with us to understand all aspects of that content lifecycle.”

– Bid Manager
Global networking hardware
and services provider

The Situation

Being a global company today has little to do with size. It’s about agility, time to market, and a nuanced understanding that every market is a local market. So imagine that you are responsible for running a sales proposal support team for a leader in the high-tech field. Every day you get a steady stream of new sales leads that require customised proposals with incredibly fast turnaround.

What do you do? You take the boilerplate sales proposal, update with new information and send it out. Sounds easy, right? Well, now factor in that those leads may be coming from your sales offices in Lagos, Nigeria or Almaty, Kazakhstan or one of their many other offices in developing nations. Not only are the languages different, there are unique business and cultural aspects to consider.

Better get translation services involved. So every sales team around the world tries to solve their translation problem and the company ends up with 200 projects in separate silos, multiple databases, and an unmanaged spend of \$10 million a year. Not only that, auctions for translation services are generating less than optimal output and putting at risk the critical RFPs that drive the company’s sales.

The Bid Manager has a vision for a unified worldwide sales proposal team. One that provides high-quality sales proposals with local market expertise that takes into account regional dialects, and other cultural subtleties. To make that vision a reality, he called us at Xerox.

Eliminating the language barrier can mean billions.

The Solution

We have a long-standing relationship of more than 10 years with this high-tech company that includes managed services and hardware. So when the issue of a global “proposals on demand” solution arose, we were able to combine a number of our key strengths to build a solution.

Translation was a key element and we have a world-class offering called Product Lifecycle Content Services (PLCS) that supports our own localisation needs, as well as other companies.

Leveraging a team of over 1,000 in-country translators and Project Managers in almost every region of the world, we're able to provide the regional expertise to localise content and put it in the right context to ensure success for our client's sales professionals. This helps to create a greater competitive advantage for our client, with global scalability.

We also provide value-added software such as Translation Memory, which adds a learning component to the solution. Our proprietary “context matching” software increases the amount of content that can be translated based on previously stored translations, creating faster document turnaround for these time-sensitive documents.

We also have web submission tools that allow technical writers to submit their jobs for printing, and translators to submit their content.

The final piece of the puzzle is producing a high-quality proposal ready for delivery to the client. Here we draw on a combination of our Document Advisors and our global network of Premier Partners to print and fulfil in the most timely and cost-effective manner.

The Results

As we continue to demonstrate best practice localisation services for proposals on demand, the high-tech company is consolidating around our solution. This enables us to provide tremendous cost benefits because as our Translation Memory database continues to learn and grow, we are able to drive proposal costs down. And the company is able to rationalise and repurpose the many disparate databases and processes that used to support this effort.

The quality of the finished proposals is improved from a content, localisation (that includes support for nearly 20 languages), and production efficiency standpoint as well.

Most importantly, the company's RFP sales win rate is going up.

Case Study Snapshot

The Situation

- Global sales team needs high-quality proposals with fast turnaround
- Translation services supporting nearly 20 languages, a major obstacle
- Volatile content around product, specifications, pricing, etc.
- Siloed approach across geographies, lines of business, creating \$10 million in unmanaged spending

The Solution

- Translation services using our Product Lifecycle Content Services offering
- Translation Memory and localisation project managers in almost every region of the world
- Web submission tools for technical writers and translators
- Production and fulfilment through Document Advisors and Xerox Premier Partners

The Results

- Established best practice localisation process with high-quality output
- Rationalised 20 databases and disparate processes
- Sales proposal team web site enables “proposals on demand” with rapid turnaround
- Improved standards and cost management
- Costs go down over time as proposal/translation database grows
- RFP sales win rate going up

About Fuji Xerox Global Services

Documents are positioned as increasingly important management resources for today's corporate activities. Fuji Xerox provides outsourcing services that focus on the document and business processes of customers who conduct business in Japan and globally. Based on our extensive consulting experience, optimal IT utilisation and worldwide service provision structures, Fuji Xerox can efficiently manage all documents processes – from production and storage to output and usage – to achieve cost reductions and higher productivity, while also contributing to customers' business growth as their ultimate business partner.

For more information, visit us at

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