



ALSTOM: Tender Proposal File

CASE STUDY

Alstom Transport develops and markets systems, equipment, and services for the rail transportation sector.

Alstom Transport manages the entirety of the transportation industry, from trains and signal systems to infrastructure, and specializes in turnkey solutions.

The company is the market leader in the area of high-speed trains. It has offices in over 60 countries and employs around 27,000 people worldwide.



Positive Outcomes

- Alstom aligns themselves with the prospective client by employing the same terminology in the proposal as the client used in their specifications.
- The Alstom team can quickly focus their efforts on building their proposal.

THE CHALLENGE

Alstom regularly responds to international requests for proposals issued by governments or municipalities outside France with specifications in a language other than French or English. These specifications can be several thousand pages long and have to be translated extremely fast so that Alstom can begin working on its proposal. The translation has to be as clear and technically accurate as the original, since it serves as *the* point of reference for the engineers and commercial teams who respond to request for proposals.

Once the proposal has been drawn up, it also has to be quickly translated so that it can be submitted before the deadline. In this phase, the quality of the translation and the accuracy of the terminology are of the utmost importance, since they represent Alstom to the prospective client.

There are two major requirements:

- Both the specifications and the proposal, which can total up to 800,000 words, have to be translated in fewer than 10 working days.
- The final translation must be of excellent quality.

THE SOLUTION

Alstom Transport chose machine translation (MT) for the first phase, mainly because it facilitates a shorter turnaround time and is less expensive than other options. This option enabled Lexcelera to turn around 300 pages in 5 days with only light post-editing.

When we provide machine translation services, we combine a high-performance translation engine with the construction of a complete technical terminology base. This process results in a clear, technically valid translation.

For the second phase, we reverse-engineered the term base to ensure we were using the terminology employed by the client in the proposal. Translators specializing in a given field (legal experts for the contractual parts; technical experts for the engineering parts) also leveraged the glossary, which helped them deliver a document that was stylistically and linguistically consistent.

THE RESULT

- The Alstom team can bid for projects in an average of 10 working days.
- The “Ligne Grande Vitesse Rio” proposal was submitted on time and saved the equivalent of 60 days of manpower.
- Alstom enjoys a 35 % cost savings (when compared to 100% human translation) without any loss in quality.