

EXECUTIVE SUMMARY

Lionbridge offers a unique approach to determining the appropriate level of automation for each company it services. Our Professional Services organization and Solution Design teams integrate practical systems that balance up-front fixed costs and long-term variable costs by using Automation Breakeven Analysis and models derived from the Automation Continuum. This article presents the primary capabilities of Automation in regards to the translation process along with the factors that determine its effectiveness within a particular project.

The primary Automation capabilities include: handoffs to and from translation, file preparation, workflow and communication and information management. These capabilities are further broken down into Automation Factors that analyze the value of automation to a certain project: Translation Factors, Project Factors and Update Frequency. These three sets of factors analyze the translation process and the costs associated with the implementation of programs to determine the overall cost-effectiveness of using different types of automation. Automation factors can either be high or low, depending on the case, which will indicate whether or not transaction costs outweigh translation costs and this is further analyzed in an Automation Breakeven Analysis.

Lionbridge uses its Automation Breakeven Analysis to compare fixed and variable costs along two trajectories; where lower variable costs justify the initial higher fixed costs. A breakeven point is then calculated to determine the type of investment in automation a company should make.