



## Transatlantic Translation Group Case Study

# Translating for Web Translation Guidance: The Case of Transatlantic Translation Group

English (US) to Chinese Simplified (Mandarin)

General

### Client Background:

Transatlantic Translations Group (TTGroup) is a New York-based global language and technical translation provider. Founded in 2001, TTGroup specializes in offering full, key-turn translation, localization, engineering, and telephone interpretation services. Furthermore, it is located throughout North America, the United Kingdom, Europe, Asia and Australia, offering customized translation and localization services in 3 global shifts.

### The Challenge: Translation required for Chinese Web Translators

Owing to the increased demand for localization and translation services from the highly lucrative Chinese market, TTGroup felt the need to educate and train its Chinese linguists in web translation tools. It boasts of an army of 4000+ translators, providing translation solutions in more than 150 languages. As part of bringing excellence in its services, it required translation for a guide that entailed instructions on using a key web browser translation tool—namely Wordbee CAT Editor. This guide held a comprehensive step-by-step instruction on using Wordbee CAT Editor for web translators, proofreaders, and editors. Since this guide had to be presented to Chinese translators, this translation was done from English to Chinese.

### The Solution: Quality Translation of Web Translation Guide

For translating its Web Translation Guide, TTGroup sought the service of Mars Translation for efficient and timely translation into Chinese language. The services it gained by hiring the expert translation services of Mars Translation were:

- Proofreading of the guide
- Translation of guide from English to Chinese
- Word-to-word translation of all instructions in the guide together with keeping all the instructions and icons intact

The native and expert Chinese translators at Mars Translation rose to meet the challenge of translating the Web browser guide for TTGroup efficiently and quickly from English to Chinese.

### The Result: Enhanced Training for Enhanced Chinese Web Translation

By employing the services of Mars Translation, TTGroup was able to reach out to its panel of Chinese translators and linguists for providing them with the knowledge of using the Wordbee CAT editor. This guide would, in turn, help to streamline its translation operations by bringing greater accuracy in its web translation services, propelling TTGroup forward in its quest for the best translation services. Once again, Mars Translation proved that it can provide robust translation service in all languages, irrespective of the company or industry.

Get in touch at

[www.marstranslation.com/contact](http://www.marstranslation.com/contact)



