

# I.T. Industry Case Study



**How Lime Translations worked with a UK-based software supplier to launch their flagship product into three countries against challenging deadlines....**

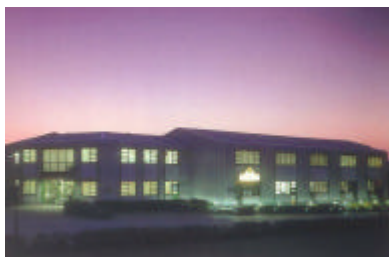
## Customer Profile

ePrint Direct Ltd was formed in January 2000 by its Directors, Paul Clark and Chris Camp, who saw a need for simple-to-use applications that met the day-to-day needs of both in-house and commercial print service providers. Based in Welwyn Garden City, Hertfordshire, the business quickly established an excellent reputation for its innovative software and grew rapidly through a combination of direct and channel sales.

Its flagship application RemotePrinter™ allows individuals to produce their own sophisticated documents on professional quality printing systems direct from their desktop.

Supplied by leading printer manufacturers and providers, it is firmly established as the leader in its field. ePrint Direct is working with key partners to extend its markets throughout Europe.

With an enthusiastic response to its products already apparent from across the EU and an ambitious development program in place, ePrint Direct are poised for expansion into a truly global supplier of its highly acclaimed applications.



ePrint Direct's Welwyn Garden City Office

## The Challenge

ePrint Direct specialise in software solutions for the printing industry. Their faith in their new product was validated when Xerox Corporation adopted them as a Partner. With a major industry exhibition coming up, they had the perfect platform to launch their RemotePrinter™ Job Submission solution.

The only problem was they had just two weeks in which to translate the software, the operating manual, an interactive CD, all the packaging and the sales documentation - into three languages!

## The Solution

With no previous experience of purchasing translation, ePrint Direct were on a steep learning curve. Yet they knew they had to get it right first time. They also knew that given the highly technical nature of the text and the tightness of the deadline, there was plenty of potential for things to go wrong. Making the right choice was going to be vital.

Aware of Lime Translations through their association with the Xerox Partner programme, ePrint Direct felt confident that Lime would have a good understanding of their business and ways of working. That confidence was soon tested as the project progressed at top speed.

With materials for translation becoming available at different times, the project management challenge was considerable, but Lime's proactive approach ensured that the pace did not flag, and that all the deadlines were met.

Using translators experienced in I.T. terminology, Lime were able to turn the translation part of the project around at top speed with high standards of accuracy.

Then Lime's outstanding DTP expertise came into play, producing and delivering the finished translation in camera-ready format, giving ePrint Direct one less thing

to worry about. Within 24 hours of being despatched to ePrint Direct by Lime, the file was at the printer's, ready to go!

Chris Camp, Director of ePrint Direct, believes that Lime more than lived up to their aim of making it as easy as possible for



ePrint Directors Chris Camp (left) & Paul Clark discuss their translation requirements

customers to do business with them.

"The quality of the translation has enhanced not only the RemotePrinter™ product range, but also the reputation of ePrint Direct as an international software supplier, greatly increasing our exposure to new markets. First impressions are always important, and these can easily be undermined by poor translation. The speed and accuracy of Lime's work has given us confidence as we expand rapidly into new markets, often working to very demanding timescales. Lime Translations not only met our expectations, but went out of their way to exceed them."

**To find out how Lime can help your business, please call us on 07000 343337, e-mail us at [info@limetranslations.com](mailto:info@limetranslations.com) or visit our website at [www.limetranslations.com](http://www.limetranslations.com)**