Case study

How sports betting specialists Kambi reduced their time to market by 52%

The client

Kambi supply sportsbook applications to some of the largest names in the online gaming and betting industry, including Unibet, AsianLogic, Paf and Egasa. The Kambi solution not only offers clients a complete infrastructure to manage the sporting odds for thousands of events every day: it can also offer this service in over 20 languages.

The challenge

Kambi create the odds for thousands of events every day – both pre-match and in-play, all of which include a text description of the event. These must then be translated into over 20 languages as soon as possible, so that they are still relevant when they reach consumers via the front-end systems of Kambi's clients. With regulatory demands continually raising the prospect of increased costs, it is essential that Kambi can offer a cost-effective solution when it comes to the multi-language and multi-jurisdiction aspects of the service.

Reduced multi-language offering time-to-market by over 50%

The tailored solution

Kambi upload all new content into their custom-built CMS (content management s... integration with the i plus Web Service API, all newly added content is automatica... into our TMS (translation management system) – 24 hours a day, 7 days a week. Us... workflow, within 5 minutes of receiving the new content translate plus are able to:

24/7 translation of content into 20+ languages within hours

- Analyse all content against the translation memory, to ac... of previously translated content, with our proprietary mat... any re-translation
- Prepare content for translation in XML format, providing a...
- Automatically update word counts and costs, so Kambi ha... real-time reporting and invoicing
- Assign the request to the lead linguist for each target lan...
- Deliver translated content back into Kambi's CMS within...
- Update the translation memory for future use, while provi... notifications on batch completion

The benefits

- **Save time.** By using the i plus Web Service API, we eliminate 5 hours of administration work for every request, giving Kambi a much shorter time to market, while maximising the time available for translation.
- **Remove admin fees.** Reducing the turnaround time via our automated integration means we can pass on the savings, while removing the risk of manual error which would be involved in copying and pasting content.
- **Reduce costs.** By applying an always-up-to-date translation memory and match plus, we ensure that Kambi only pay for new translations, helping to continually reduce their ongoing costs.
- **Increase quality.** Humans are not ruled out of the equation! We manage Kambi's glossaries on an ongoing basis, and carry out strict ISO-backed QA measures, ensuring Kambi always receive the highest quality.

Time savings ✓ Cost reductions ✓ Super-fast delivery ✓ 24/7 service ✓ Highest-quality process ✓

For further information contact us via +44 (0)20 7324 0950 or contact@translateplus.com

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