



acrolinx<sup>case study</sup>

Lenovo<sup>TM</sup>

# Quality Matters: How Lenovo Turned a Team of Chinese Writers Into Ace Content Creators

## BY THE NUMBERS

- 50 Acrolinx licenses currently in use at Lenovo to publish hundreds of pieces of content every month
- Up to 31 languages into which that content is translated
- 2 months to customize Acrolinx and get it up and running
- 20% savings in translation costs within the first two years of adopting Acrolinx
- 24 months for Acrolinx to pay for itself

**Lenovo**<sup>™</sup>



## THE PROBLEM

Two years after acquiring IBM's Personal Computing Division, computer technology giant Lenovo launched a new global content team based in China. With a relentless publishing schedule to meet, industry-leading quality standards for product content to maintain, and translation requirements in up to 31 languages, the company needed to find a way to enable its new team of non-native English speaking writers to create amazing content at scale.



## THE SOLUTION

By adopting Acrolinx, Lenovo gave its team of Chinese writers the platform they needed to become better English language writers. Soon they were consistently producing high-quality content and saving Lenovo lots of money in the process.

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**Keith Vicek**

Senior Software Engineer/Worldwide  
Information Development Strategy, Lenovo

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When Keith Vicek was asked to build a new content team based in China he was a bit skeptical. He was responsible for creating even more content for his company, was under tremendous pressure to reduce costs, and faced the challenge of hiring, managing, and training a brand new team of non-native English writers.

With the help of local recruiters and managers in China, and through a series of phone interviews, he put together a team of young Chinese writers. On paper they all had the right credentials. They had studied English at university and were good communicators. One of the writers had even previously worked as a translator. Yet, when it came to capturing the nuances of the Lenovo brand and mastering the precision required for technical writing, the new team struggled.

“Although their English skills were all very good, writing well in a foreign language proved to be very difficult,” Vicek recalls. “Things like their word choice and frequent use of run-on sentences, which are acceptable in Chinese, made their writing stand out as being created offshore.”

To solve the problem, Vicek used a small American editing team to review all of the content and help correct the issues. It was a time-consuming process, but it worked to bring the content up to their usual high standards. Unfortunately, as the work continued to ramp up and the pressure to contain costs grew, he knew that they couldn't scale the process by just adding more people.

This revelation put Vicek in a tough spot. The content being produced simply wasn't publishable unless it was heavily edited, yet he knew hiring more people wasn't a viable option.

That's when he discovered Acrolinx. Its content optimization software had a lot of attractive features. It would integrate into their content authoring tools and give the writers real-time feedback. That would not only help them dramatically improve the quality of their content, but also help coach the team to become better writers over time. Plus since it was fully customizable, they could apply all of their standards and preferences, particularly around

things like terminology, helping to ensure universal consistency with Lenovo's brand standards.

"The truth is that there are a few good editing products out there," explained Vicek, "but we kept coming back to Acrolinx for several reasons. Not only was it far more robust and intelligent than anything else we saw, it was also being used by other big brands like IBM and had come highly recommended. And, once we learned about how much we'd save in translation costs using Acrolinx – we were told it would pay for itself in no time – making the business case for it was easy."

Soon the Acrolinx platform was up and running at Lenovo, after having been tailored to accommodate all of the company's unique language preferences. With the Acrolinx plug-ins in place, Vicek's writers were then instructed to run all of their content through Acrolinx directly from their authoring tools before submitting it for review.

The impact this had was immediate. Suddenly the staff who had been producing sub-par content were becoming better writers. And by making the content

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more consistent and easier to read, Acrolinx also helped make it easier to translate. For a company like Lenovo that spends millions of dollars each year translating its content into 31 different languages, that was significant. In fact, Acrolinx paid for itself in just 24 months, saving the company hundreds of thousands of dollars in translation costs.

Vicek is very pleased with the results. “We completely transformed our content operations with Acrolinx,” he said. “Not only were we able to exceed our ROI projections, we proved that you can scale content production without having to sacrifice quality. The cost savings we're getting

from translation is just the icing on the cake.” Today approximately 50 Lenovo writers use Acrolinx around the world. Vicek's colleague, Jimmy He, now oversees the Acrolinx terminology and rules features and works to update and refine the Lenovo vocabulary to optimize results. The company continues to publish outstanding, consistent content, and Vicek has been able to channel part of his translation budget to other areas of Lenovo product development thanks to the savings he gained in translation costs. For Vicek it's been a win-win.

## The Company

Lenovo is a \$46 billion global Fortune 500 company and a leader in providing innovative consumer, commercial, and enterprise technology. Its portfolio of high-quality, secure products and services covers PCs (including the legendary Think and multimode YOGA brands), workstations, servers, storage, smart TVs and a family of mobile products like smartphones (including the Moto brand), tablets and apps.



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