SYSTRAN
Language Translation Technologies

Case study
PSA Peugeot Citroën

From on-demand translation via the Group's intranet portal...
... to multilingual business-specific applications

Europe's second-largest car manufacturer

209,000 staff, over 50% of whom are employed outside France

3.5 million vehicles sold in 2011, 42% of which outside Europe

PSA Peugeot Citroën accelerates its globalization strategy

PSA Peugeot Citroën, which celebrated its 200th year in business in 2010, is the second-largest car manufacturer in Europe. With commercial operations in 160 countries, the group has 16 production sites, including some operated as joint ventures. The Group sold over 3.5 million vehicles in 2011, 42% of which outside Europe. Employing over 209,000 staff around the world, PSA Peugeot Citroën is already very global and is looking to pursue its international growth strategy further by targeting 50% sales outside of Europe by 2015. China, Russia and Latin America are priority expansion regions for the Group. The Group's globalization is also evident in the area of research and innovation for which it employs 1,000 researchers in Latin America and 650 in China.

> Users really welcomed the language tools introduced onto our Intranet Portal, as shown by the regular increase of the number of requests made. Now thanks to SYSTRAN APIs, we can cater to more business-specific applications, expressed, for example, by R&D. SYSTRAN also allows our language resources to be shared, which is a real bonus."
>
> Pascal Martineau - IT Department

The problem

In 2007, PSA Peugeot Citroën launched a new version of its Intranet Portal which needed to be accessible to all employees in the Group, excluding its subsidiaries (Gefco and Faurecia) and dealerships. At launch, the Portal offered a collection of practical services to find a contact, organize a business trip, use your workstation more effectively and so forth. The Information System Director also wanted to include a new addition to these services, namely a tool for understanding foreign languages. This tool should allow employees to instantly translate and understand a range of multilingual content (PowerPoint presentations, Word or Excel documents, PDFs, email, etc.) which would be typically distributed around a large multinational corporation.

A study was carried out to find a translation engine capable of helping employees to communicate more effectively without jeopardizing the confidentiality of the documents to be translated. It was the latter obligation which immediately rejected the free translation engines available on the web.

Challenges

Provide translation tools customized to the automotive industry supported by robust guarantees in terms of IT security for the 90,000 users of the Group Intranet Portal.

Solution

2 SYSTRAN + Translation Servers
User Tools (Application Pack)
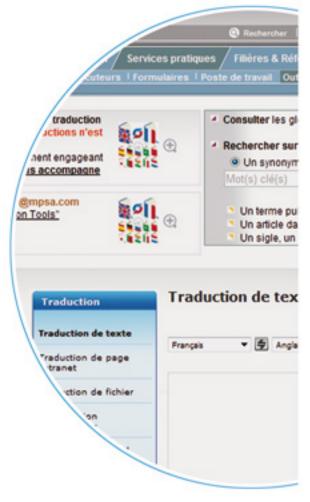17 language pairs

Benefits

Translate in real time and allow multilingual information to be understood without risking confidentiality.
Facilitate communication across a global group.

The SYSTRAN solution and applications

PSA Peugeot Citroën chose the SYSTRAN solution, in 2008, to integrate translation tools into its Intranet Portal. A special "language tools" page was created to promote the new services offered.

Two SYSTRAN translation servers hosted at PSA Peugeot Citroën ensure continuity of service and manage 17 language pairs:
- French to Dutch, English, German, Greek, Italian, Portuguese and Spanish
- English to Chinese, French, Polish, Portuguese, Russian and Spanish
- Spanish to English and Portuguese
- Portuguese to Spanish
- Slovakian to English

Translation quality is assured by four translation profiles from which users can choose depending on the type of content to translate, plus a built-in "automotive" French-English dictionary containing 25,000 terms.

The Intranet Portal provides the following services to employees at PSA Peugeot Citroën:
- Instant text translation
- File translation (Word, Excel, PDF, etc.)
- Web translation
- Dictionary look-up
- Email translation

Supported by SYSTRAN Enterprise Server 7 User Tools, PSA Peugeot Citroën can save users more time with the SYSTRAN Toolbar which can be downloaded straight onto their workstation, directly integrating with Microsoft Office applications (Word, Excel, PowerPoint, Outlook) and Internet Explorer and Firefox web browsers.

Initially deployed simply to assist comprehension, the language tools are now increasingly used to help produce documents in other languages.

To support demand and round out the existing solution, a new service was launched in June 2012: email translation. Due to the often sensitive nature of email messages, the SYSTRAN Servers ensure translation is handled internally, guaranteeing confidentiality in addition to speed.

Results and latest developments

Since the language tools were launched, demand has continued to rise. The target of 1 million requests per month was exceeded in 2011. Every day, nearly 3,000 unique users generate 40,000 to 50,000 requests with the tools.

The dictionary service has also proved a resounding success, notching up around 360,000 look-ups in 2011 (an increase of 112% on 2010).

The success of the Intranet Portal integrated with SYSTRAN tools has prompted the business unit managers to test out SYSTRAN SERVERS APIs to carry out more specific functions. In 2009, the Quality Department decided to implement a SYSTRAN API to translate into French and English customer incident reports uploaded to the system by dealers worldwide. The French experts in the department are now able to analyze reports received from any country, which in turn helps the company to improve the quality of its vehicles.

The SYSTRAN API has also been deployed to translate technical repair process documentation in 22 languages for the Service and Spare Parts Department which is supported by SYSTRAN Training Server.

Language tool usage in numbers:

3,000 unique visitors daily

50,000 requests daily

From instant translation on Intranet to the translation of specific documents, over time SYSTRAN Servers have become a core asset, offering user-defined solutions to facilitate communication and comprehension as well as produce high-quality multilingual content in moments.

SYSTRAN®
Language Translation Technologies