parlam®

Case Study NH Hotel Group

The situation

NH Hotel Group is one of the top 25 hotel chains in the world and one of the main ones in Europe. It operates almost 400 hotels with around 60,000 rooms in 29 coun- tries across Europe, America and Africa.

NH Hotel Group generates a large volume of information on the commercial sites of its eight brands. Today it operates in 20 languages and is getting ready for new languages in the near future. This involves forward-looking management that is effective in terms of time, quality and cost.

"Parlam has brought us an improvement in translation quality plus cost savings of over 30%."

Andrea Mackay, Content Executive
NH Hotel Group

The challenge

Working with a single vendor, NH Hotel Group sought greater flexibility in managing translations. Sometimes content requirements called for very specific knowledge of the hotels or the industry. Simple translations went through a complex outsourced process which entailed a cost and a relatively long turnaround time.

The challenge was to harness the economic benefits of outsourcing translations with an updated translation memory while at the same time having fast in-house translation processes that could contribute to achieving cost efficiencies and enhanced quality in very specific or very urgent translations.

The solution

NH Hotel Group has implemented Parlam software to centrally manage in-house and outsourced translation processes with its own control over the translation me- mory. In addition, this implementation has also enabled NH Hotel Group to start working on a multi-vendor model which makes it possible to optimise costs and quality for each language handled, which is a pioneering decision in the industry.

The use of this solution has allowed the NH Hotel Group to achieve savings of over 30% for the same volume of translations. Instead of relying on a single vendor NH is now able to assign a translation job to a pool of more than 8 agencies and a network of selected in-house and outsourced translators. The workflow is automated from beginning to end with integration in the Content Ma- nagement System (SDL Tridion®) and instant translation memory updates in NHHG's hands.

Since its launch, NH Hotel Group handled the translation of more than 15 million words through Parlam.

Connector for SDL Web®

To manage all these translations, NH Hotel Group has used the Parlam connector for SDL Web®. It is based on a plug-in within the CMS environment and provides the ability to configure each publication in its blueprinting structure with a different language in Parlam.