

SUCCESS STORY

cecabank

atls

CECA (Spanish Confederation of Savings Banks) is a banking and financial association founded in 1928 that encompasses the main Spanish credit institutions and banking foundations. The associated entities are retail (aimed at families and SMEs) and socially responsible entities, well-established and committed to the communities in which they operate. The total assets of its members are over €780,000 million.

Its mission is to strengthen the position of its associated entities within the Spanish and international financial system, from the perspective of their financial activity, as well as their social work and commitment to social responsibility. CECA is thus effectively contributing to the development of its associated entities through the management of institutional representation, economic and regulatory analysis, social investment and labour relations.

Cecabank was created on 12 November 2012 as a wholesale bank of financial B2B services. Today, Cecabank offers services and solutions to financial corporations, ranging from securities agencies, insurance companies and fintech companies to managing entities and venture capital companies and the most prestigious credit institutions. Cecabank provides treasury solutions, securities services (depository, custody and settlement), payments (payment methods, digital payments, international payments) and the most innovative proposals in digital solutions (omnichannel, business intelligence).

Cecabank has recently received the distinction of “Best custodian bank in Spain 2019” by Global Banking & Finance Review.

THE ISSUE

Both CECA and Cecabank have been translation clients of ATLS since 2015. AT has carried out regular documentary translation work and translated CECA’s website into English through proxy.

This time, a completely new website was required for Cecabank. The aim of the new website is to display clear information on the bank’s offer of products and services and appear more appealing to clients with a more intuitive and simple design, thereby improving usability and navigability.

The new site required an English translation. Cecabank has offices in London and Lisbon, representative offices in Frankfurt and Paris, close to regulatory entities, and numerous foreign clients.

By this reason, in addition to the fact that the most universally used language in the business and banking world is English, the decision was taken to translate the new website into this language.

For the launch of the website, scheduled for 26 March 2019, the hosting and the translation systems of the virtual servers of ATLS had to be migrated to CECA/Cecabank’s own cloud servers, as required by the IT security department.

The main difficulties posed by the project were the limited time needed to design, plan and implement a solution and the immovable launch date.



The project required specialised technical knowledge.



It required the coordination of several departments.



A short reaction time with a fixed launch date.

THE SOLUTION

Given the technical skills required, the project leader, Margarita Castañeda, Cecabank's communications and brand manager, coordinated the internal teams of web developers, the ICT systems, and ATLS' external team in order to plan the project in detail and assign specific tasks to each team.

To ensure that the tasks were completed within the deadlines established, a meeting was held with all the teams involved every Monday to assess the progress and, if necessary, to adjust the schedule.

The project was divided into three main sections:

- Migration in six weeks from Cecabank's old AT Cloud portal to the newly implemented portal, maintaining the CMS (WordPress) on CECA servers and reusing the content already translated. As the website was completely new, many new segments had to be translated. However, a lot of content on deposits and banking was already in the memory, which speeded up the process.
- Transparent migration in two weeks of the CECA portal from an AT-PROXY solution in AT Cloud to local servers at CECA headquarters.
- Implementation of the AT-PROXY solution for translation into CECA virtual servers, following its standards in terms of system installation, security and high availability and redundancy with two data processing centres.

Cecabank's new website is a significant improvement to the previous website, which was designed based on internal criteria that was not always understood or shared by users and clients. The new website is more intuitive, modern and easy to use.

Both websites have been translated instantly and any new content added is also processed accurately to ensure it meets the high standards of Cecabank, since all elements of the process are already on its servers.

THE FUTURE

Both CECA's and Cecabank's websites will be maintained for now, adapting to the on-premises management of servers. However, some new initiatives may be added in the future, especially to the Cecabank website, which is being well-received.

Cecabank has an office in Portugal that already sends documents to be translated (annual accounts, etc.) into Portuguese. If the volume of documents increases, a Portuguese version of the website may be launched in the future.

DID YOU KNOW...?

What defines both is their **reliability**.

CECA, Cecabank and ATLS are customer oriented and place special importance on delivering excellent, error free service and timely service, thus guaranteeing confidentiality and data security.



WHAT CECABANK SAYS ABOUT ATLS



According to Margarita Castañeda, CECA and Cecabank's communications and brand manager, collaboration with ATLS was easy and efficient thanks to three aspects:

Communication between teams

A complex project involving multidisciplinary teams on both sides requires shared information virtually in real time and a willingness to collaborate on both sides.

Professionalism

ATLS has been providing translation technology solutions since 1999. Our experience allows us to clearly identify our clients' needs, implement projects quickly and efficiently and offer professional and high-quality customer service.

Commitment

Thanks to the commitment and dedication of the technical team at ATLS, CECA and Cecabank can be fully secure in the knowledge that ATLS, faithful to its philosophy of establishing relationships of long-term trust, will continue to support them in the future.



WOULD YOU LIKE SOME MORE?

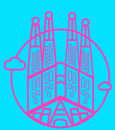
Do you have a similar translation issue that you would like to address?

Enter your details and one of our advisers will contact you to assess your situation and offer you a solution tailored to your needs and requirements.

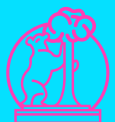


oatls

FOLLOW US ON OUR SOCIAL NETWORKS



Via Augusta 13-15, 2nd floor
08006 Barcelona
Spain
Tel. (+34) 933 043 138



Carrer Recoletos, 19, 7th floor
28001 Madrid
Spain
Tel. (+34) 915 158 200