

SUCCESS STORY

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PORCELANOSA



PORCELANOSA is a Spanish business group, specialising in the manufacture and marketing of ceramic and natural flooring and wall tiles, ventilated façade systems, compact new generation minerals, kitchen furniture, bathroom fittings, bathroom accessories and installation systems, and environmentally-friendly and sustainable solutions.



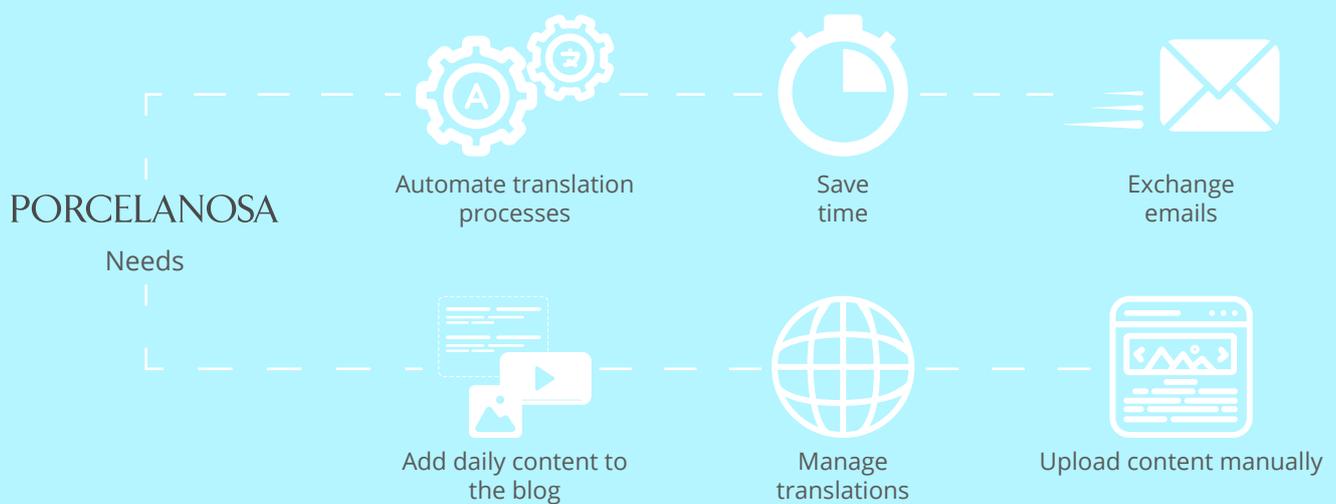
The PORCELANOSA Group has a strong international presence with 1,082 sales points in 134 countries. Although innovation and quality are important values, the pillars on which the company is based are confidence in its staff, made up of almost 5,000 people, and the attention given to the social environment.

The Group, which originally focused exclusively on the manufacture of ceramic tiles, has grown thanks to diversified production. The eight members of the group currently offer a wide variety of products ranging from kitchen and bathroom equipment to technological materials and advanced construction solutions for contemporary architecture.

The PORCELANOSA Group had two main needs. On the one hand, it needed to automate translation processes to save the time spent on countless e-mail exchanges.

There was also an added difficulty: costs needed to be properly monitored, as invoices had to be sent to the company and department that placed the order. On the other hand, they added content to their blog ([trendbook](#)) every day, which involved an additional administrative load, as they had to manually manage requests for translations into all the languages used on the website.

The company's objective was, therefore, to eliminate these time-consuming tasks, so that workers could focus on their own responsibilities.



## THE SOLUTION

We offered the PORCELANOSA Group **our online translation management platform, AT-HUB**. In this way, all the translations ordered by the Group's companies would be centralised in a single tool. **AT-HUB also allows them to monitor all costs and requests for translations, distinguishing between the relevant companies and departments.** With this tool, users can request and accept estimates and monitor orders, with detailed tracking of costs, jobs and consumption.

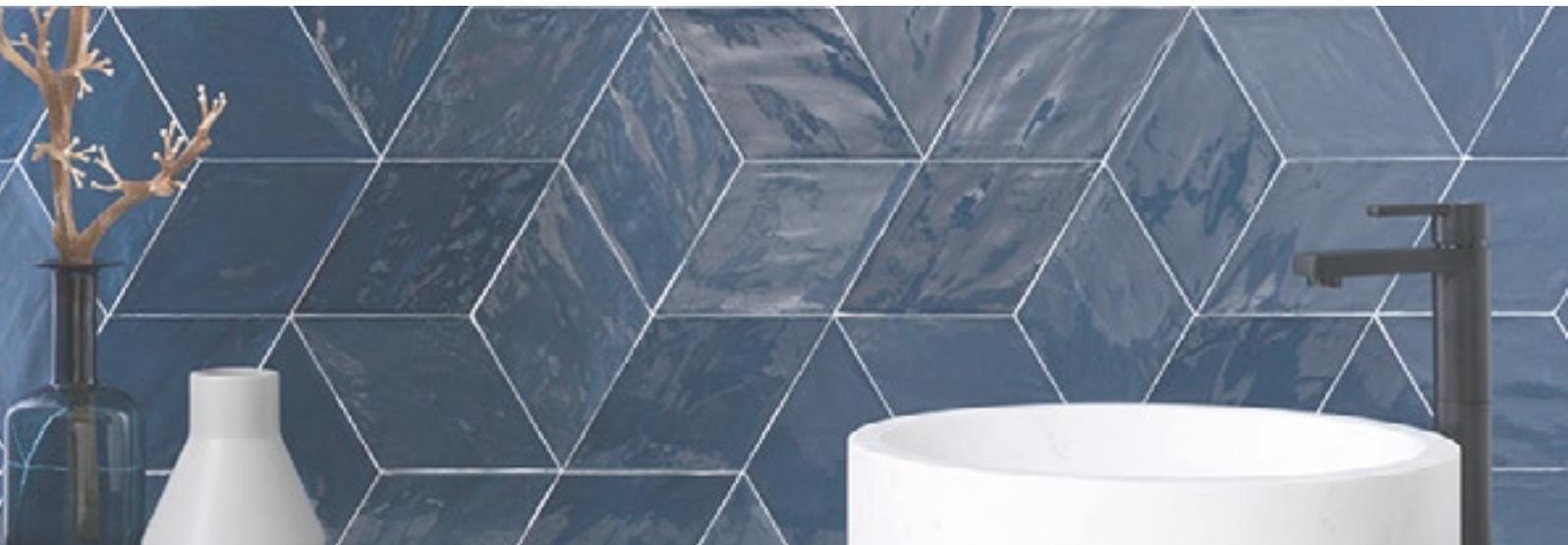
For more dynamic websites, such as their blog, we recommended **our software with Proxy technology, the AT Website Translator**. Every time the client generates new content on the website, our software automatically detects it, sends it to us for translation and, when the translation has been finalised by our native translators, AT Website Translator publishes it in the Trendbook in all the relevant languages with updated SEO.

The PORCELANOSA Group thus has a multi-language blog that is translated and published automatically, without the need for them to intervene at any point in the process. With this software, our clients only need to write the content in a single language in their CMS. It will then be detected automatically and sent to our translation agency.

Our solutions have enabled the PORCELANOSA Group to stop worrying about their translations and gain complete control of their costs.

The AT-HUB solution has led to a radical change in this process with a centralised billing service and automated management. The Group now has a comprehensive view of the translations requested by each company and department, and all the processes related to placing and accepting orders have been streamlined: the fact that they are carried out via an online platform saves a lot of time and money.

Thanks to the AT Website Translator, the Group has left behind the tedious manual process involved in translating the blog into several languages and pasting them into the CMS each day. With our translation software, you only need to write and lay out the content in one language. Leave the rest to us!



## WHAT PORCELANOSA SAYS ABOUT US



The translation service provided by ATLS has enabled the PORCELANOSA Group to expand its online and offline communication channels.



AT Website Translator and AT HUB allow us to report all the news, decisions and events taking place in the eight PORCELANOSA Group companies almost in real time.



This has had a positive influence on the international growth and positioning of our brand in the US, French, Russian, Portuguese and other markets.

We are deeply satisfied with the productive business synergy generated thanks to the professionalism, dedication, help and seriousness of the whole ATLS team.

# oatls

FOLLOW US ON OUR SOCIAL NETWORKS



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