PROJECT]open[

"Tell your clients you run]po[,
and you're ahead of your competitors."
*Volkan Guvenc, Chief Project Manager at
Alafranga Turkish Translations Ltd.*

Alafranga Turkish Translations Ltd.

The Customer

Alafranga Turkish Translations Ltd. (ATT) is a translation agency located in Istanbul. Founded in 2002, it currently employs 12 in-house admin staff and 600+ freelancers. ATT specializes in translation and localization services, and provides its customers extra values by focusing on effective project management.

Process Transparency

"Running]po[increases project managers' efficiency by 60%" says Volkan Guvenc, Chief Project Manager of ATT. "You can monitor what is happening in your company at any time." ATT now is capable of monitoring:
- which projects are currently in progress,
- which project managers and translators are assigned to what projects,
- which rates are valid for different customers and project members,
- development of the gross profit,
- what files are being worked on,
- which receivables are due to clients or payables due to freelancers.

"Before running]po[, we were keeping PM information in separate Excel sheets, which took a lot of time," says Guvenc. "Since the deployment of]po[, we now avoid these inefficiencies. The developers of]po[created a fantastic automation tool that improves response time and allows our PMs to dedicate their time to more useful activities."

Project Communication via "The Forum"

In large localization projects, effective communication is "sine quo non." "We now use the]po[Forum Discussions in large projects, where several translators and one project manager should work together" says Guvenc. "Communication becomes much more fluid for all project members, and all messages are now easily accessible to all project members in a single place. This is quite important, because, as the project goes on, new instructions can be easily added and feedback can be easily shared between translators and project managers. This provides genuine leverage to deliver quality translations on time."

Accounting Automation

"For us,]po[automates the creation of financial documents such as quotes, invoices, purchase orders and provider bills," says Guvenc. "When these financial documents are created, our financial staff can monitor the accounts receivable and the accounts payable. This provides cross-checks between project managers and finance staff.

"In other words," Guvenc continues, "Project Managers have to enter the correct due date so the finance staff can keep track of our receivables and payables and take action accordingly.]po[also urges project managers to follow predefined processes for all projects."

]po[Increases Sales

"Competition is a dramatic fact in the localization industry. When it comes to competing for a job, we have discovered that running]po[helped us to get more work. Customers like the transparency that we can now offer and are impressed by our communication options. Customers perceive us differently now, and we win considerably more projects then before. And all this using free open-source software!"

Volkan Guvenc, Chief Project Manager, ATT