

Up to 45% increase in efficiency across Luxury Fashion content localization : NOT a dream but FARFETCH's reality!

The case of FARFETCH



Key facts and figures

- FARFETCH is the **largest e-commerce luxury fashion marketplace**
- The core of their business is to connect boutiques and luxury brands from all around the world (1300 big brands)
- They offer **white labeling services** through FARFETCH platform solutions
- Operations in **190 countries/territories**
- **600 000 items** produced each year

Challenges

The Farfetch.com online marketplace is localized in **16 languages**. It covers about 50 markets with **localized contents** such as product catalogs (3 000 products localized every day) marketing and brand content, tailored user experience and knowledge libraries for their customer service team.

They also offer **localization services for partners** who are using their platform and need support to localize their assets. FARFETCH's teams currently **localize content for 38 partner websites**.

With large volumes and a large localization team, **efficient translation is central in ensuring the success of FARFETCH's ecosystem**.

Solutions

Initially, FARFETCH had no translation technology in place. Translation processes at the company were extremely manual.

They started their transformation journey by **introducing a translation management system (TMS) to put more structure** to the team's work. They were able to manage and leverage more content and build translation memories. However, they came to the conclusion that **their translation volumes were too large to be single-handedly managed through a TMS.**

About 2 years ago, they introduced **neural machine translation (NMT) to increase their content production capabilities.**

Machine translation is key to increase time and cost efficiency

Since the introduction of SYSTRAN NMT integrated to FARFETCH's TMS, major improvements have been observed.

They have made considerable gains in efficiency with a **30 to 35% improvement**, an important gain in productivity for the team that can deliver contents more quickly.

Time efficiency also involves a huge **cost optimization of 35 to 45%** which was something **pleasantly surprising** for FARFETCH.

They have also observed an **incremental gain of 10 to 15% in year 2** as FARFETCH engaged in a continuous improvement process with engine retraining.

As a result, FARFETCH is now able to **re-invest savings** in a continuous cycle of optimization, research, benchmarks, etc...



" Our work with SYSTRAN almost evolved into a partnership, a relationship that is very important for us in terms of how we want to move forward. "

Alex Katsambas

Senior Head of Localization Services
FARFETCH

The benefits of choosing SYSTRAN

- SYSTRAN offers a **user-friendly** solution that is **interconnected** to FARFETCH's workflow without disrupting the localization team's operations
- The **flexibility and adaptability** of SYSTRAN's team was crucial to understand and address FARFETCH's needs adequately
- SYSTRAN has a **great service mindset** with **transparent communications** with clients
- Building customized **NMT engines** for specific types of content resulted in a **very good quality output**

About FARFETCH

Founded in 2007, FARFETCH Limited is the leading global platform for the luxury fashion industry.

FARFETCH Marketplace connects customers in over 190 countries and territories with items from more than 50 countries and over 1,400 of brands, boutiques and department stores, delivering a truly unique shopping experience and access to the most extensive selection of luxury on a single platform.

FARFETCH has additional businesses including Browns and Stadium Goods, New Guards Group and Luxury New Retail initiative or FARFETCH Platform Solutions.

For more information, visit www.farfetch.com

About SYSTRAN

With more than 50 years of experience in translation technologies, SYSTRAN has pioneered the greatest innovations in the field, including the first web-based translation portals and the first neural translation engines combining artificial intelligence and neural networks for businesses and public organizations.

SYSTRAN provides business users with advanced and secure automated translation solutions in various areas such as: global collaboration, multilingual content production, customer support, electronic investigation, Big Data analysis, e-commerce, etc. SYSTRAN offers a tailor-made solution with an open and scalable architecture that enables seamless integration into existing third-party applications and IT infrastructures.

For more information, visit www.systransoft.com