



Connecting In-house and Outsourced Translation Teams



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"Memsouce is a very user-friendly translation tool with an efficient and professional support team. I am convinced that cloud-based systems are the future."

Customer Profile

Citroën Scandinavia is a subsidiary of the famous French car maker, and the importer of one of the bestselling car brands in the region. It imports, markets and services products through an external dealer network in Scandinavia.

Citroen Adopts Memsouce with the Vendor

Citroën Scandinavia is responsible for both technical and marketing material for importing cars. They rely on an in-house translation team and hire external vendors to manage any extra work.

Initially, the in-house and outsourced teams had two separate sets of translation memories and terminology bases. In 2013 Citroën Scandinavia switched to Memsouce, and since then they have been able to bring every member of both teams to work on one platform and share all translation resources.

This has helped the company to gain a better leverage on translation memory, cut costs & turnaround times, and to improve terminology consistency.