



SUCCESS STORY: **CBRE**

Global Workplace Solutions

TURNING REAL SOLUTIONS INTO REAL ADVANTAGE THROUGH TRANSLATION

About CBRE

CBRE, Coldwell Banker Richard Ellis, was founded in 1906 to invest in properties in need of improvement before sale. Purchased as part of ING in 2011, it has since become the largest real estate investment manager in the world, and the highest-rated company in its sector. Today, it continues to offer real estate consulting and other services to clients worldwide.

Where we came in

Given its global focus, CBRE relies on translation to reach its customers around the world. Throughout our relationship over many years, Albion Languages has acted as a trusted business partner, dedicated to managing CBRE's frequent, multilingual translation projects.

A complex project

Recently, CBRE has faced ever growing demand to provide company information to its 70,000 employees worldwide in their multitude of native languages. In order to keep up with the pace of such a growing business, this information is required continuously and to demanding turnaround times.

In May this year, CBRE's Language Centre required translation for a special project - translating subtitles for MyCBRE, an important internal company video.

Designed for use as a training tool for CBRE offices worldwide, it required a large number of languages, extensive preparation and editing processes, and all this to a strict deadline. Albion Languages had to act quickly and efficiently!



"Communication is easy and fast and we always get high quality translations on time and at good rates. Albion is rather our business partner than a mere supplier."

Marco Vivoli - CBRE Language Centre Manager

► The Solution

The English script was efficiently divided into easy-to-read captions with video stills and cues. The prepared content was sent to our teams for translation before undergoing a rigorous editing and quality control check.

The script was translated into 20 languages from across Europe, Asia, and the Americas, including Danish, Czech, Chinese, Malay, French Canadian, and Brazilian Portuguese.

The final product was then rendered as subtitles onto the video track.



20
Languages



95
Countries



70,000
People

ALL IN 7 DAYS...

► The Result

Albion Languages met all the deadline and language requirements. What's more, the final product was fully customised with the necessary subtitle font styles, colours, and background colours. We could even adjust the subtitle position for different video players.

The project was a great success that paved the way for further continuous in-company video and document projects.

With Albion Languages at their side, CBRE is able to provide invaluable information to their employees worldwide.

"We really appreciate that Albion Languages can help us in the technology aspect of translation. It is invaluable to have a flexible partner able to deliver complex projects on time, with great results."

Marco Vivoli - CBRE Language Centre Manager