

TMS Evaluation & Selection



Agenda

01 About Language Services

02 Tesla's vision

03 TMS Evaluation Design

04 TMS Evaluation Results

05 Recommendation

06 Q&A



Language Services Center(LSC)



Winston Jiang

Senior Language Services Manager

Lide Zhang

Senior Program Manager

Zilong Yi

Localization Project Manager

TESLA

Tesla's Vision

“We’re building a world powered by solar energy, running on batteries and transported by electric vehicles.”



Customization?

Efficiency?

Consistency?

...

Stakeholder Requirements



Integration	User-Friendliness
Cost	Scalability
Workflow Customization	Support & Training
Automation	Security

1.Integration

IT, LSC, Marketing, major Vendors



- Lack enterprise-level integration
- Require third-party tools



- Has robust enterprise-level integration
–Sale force, Marketo, HubSpot

2.Cost

Accounting, senior management



- Slightly more cost-effective initially
- Reasonable licensing and maintenance costs.



- Competitive cost of monthly or yearly subscriptions
- Long-term cost savings.

3. Workflow Customization

LSC (PM, linguists), all departments needing localization services



- Visual workflow editor
- Role-based permissions
- Task automation



- Advanced workflow configuration
- Extensive automation capabilities

4. Automation

LSC (PM, linguists)



- Automated task assignment
- Powerful API
- Machine translation features



- All functions that Phrase offers
- Automated synchronization of content

5. User-friendliness

LSC (PM, linguists)



- Simpler UI
- Intuitive layout
- Flatter learning curve



- More complex UI
- Steeper learning curve

6. Scalability

Senior Management



- Moderately scalable
- Possible limitations



- Exceptionally scalable
- Support high volumes

7. Support and Training

mainly LSC(PM, linguists)



- Strong support
- Comprehensive training resources



- Equally strong support
- Equally comprehensive training resources

8. Security

All stakeholders

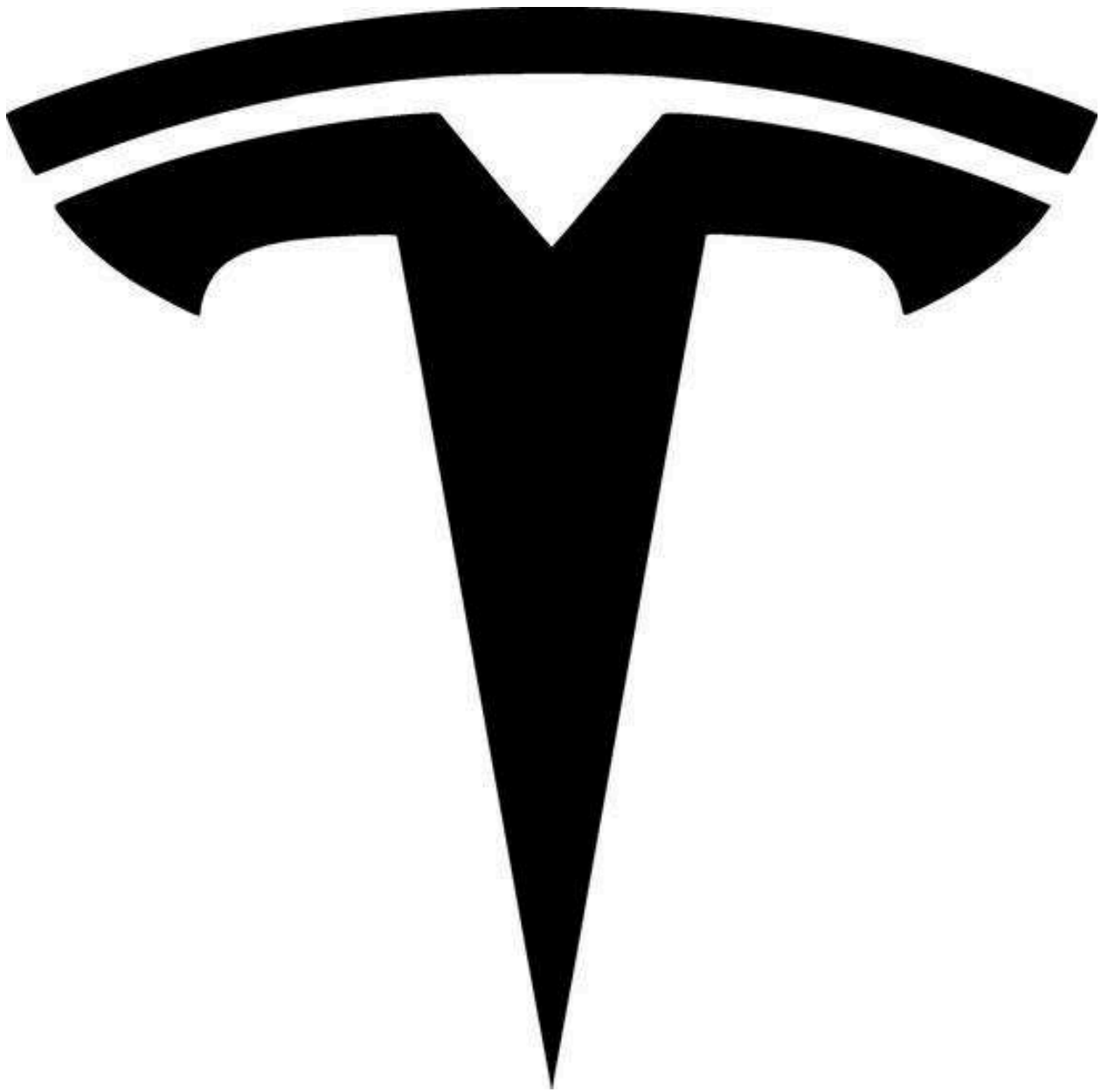


- Strong data encryption
- Regular data backups





- Single Sign-On (SSO)
- Real-time monitoring tools
- ISO compliance
- Security training programs

Eval Scoring Scale



- 5 (Excellent)
- 4 (Good)
- 3 (Average)
- 2 (Below Average)
- 1 (Poor)

Results

Requirement	Weight (%)	 Phrase	Phrase Weighted Score	 SMARTLING	Smartling Weighted Score
Integration	20	3	0.60	5	1.00
Cost	10	4	0.40	3	0.30
Workflow Customization	15	5	0.75	4	0.60
Automation	15	4	0.60	5	0.75
User-Friendliness	5	4	0.20	3	0.15
Scalability	15	3	0.45	5	0.75
Support and Training	5	4	0.20	4	0.20
Security	15	5	0.75	4	0.60
Total	100		3.95		4.35



SMARTLING



Q & A