



Case Study - Transatlantic Translations™



Transatlantic Translations™ has earned a deserved reputation for high quality translations, excellent customer service and competitive pricing. With its head office in New York and sales representation around the globe, Transatlantic Translations provides international and multinational companies with translation services, brand globalization, desktop publishing, 24/7 telephone interpreting and cross-cultural training.

***“Too good to be true!
Countless hours have been saved and we can teach our new colleagues in just 10mins over the Web.”***

Kerri Modla

Vice President, North America

<http://www.transatlantictranslations.com/>

The Challenge

With globally distributed sales representatives and translators, Transatlantic Translations relies heavily on remote collaboration and remote training to ensure high-quality translations and customer services for its international clients. In the past, substantial money had been spent to overcome the issues resulting from distance. Consequently, Transatlantic Translations resorted to web solutions to reduce company expenses.

The Solution

“The results have been outstanding,” recalls Kerri Modla, *“We use Mikogo to demo our CRM solution and conduct inter-company trainings 3-6 times per week - and BOOM! After 10 minutes new colleagues understand what to do.”*

Kerri also relied on Mikogo to co-author a book. *“The co-author’s attitude toward such web services and software changed from pessimistic to all-supportive after using Mikogo, not to mention the hours of travel that were saved.”*

The Conclusion

“Our team members think it is awesome! Mikogo is reliable and so very simple to use - all in all, Mikogo is an excellent tool. We are able to quickly and effortlessly organize screen sharing meetings with our sales representatives in the USA, UK, Germany, the Netherlands, etc.”

“We are convinced that Mikogo will continue to be an indispensable tool to assist Transatlantic Translations as we roll-out a 24hr service and expand into south-east Asia. I recommend it to everyone who asks me about sharing info via their desktop/laptop.”

About Mikogo - Mikogo incorporates innovative desktop sharing technology to provide an easy-to-use free online meeting solution, welcoming everyone to high-quality online collaboration. The popular software tool is now used in over 180 countries, primarily by private users, freelancers and small businesses. Launched in 2007, Mikogo is provided by the renowned provider of web collaboration solutions, BeamYourScreen, whose product range consists of software solutions for online meetings, online presentations, and remote support. At present, more than 2000 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses.