

# Breakthrough Results

## Xerox® Easy Translator App

"In the modern, ever-changing academic environment, we can no longer afford to miss opportunities because of mistakes or delays in the translation process. Translating documents shouldn't be a costly and time-consuming activity, but a way to help our community members to work better."

– Razvan V. Mustata, Dean of the Faculty of Economics and Business Administration, Babes-Bolyai University

### THE STARTING POINT

In the age of instant information, educational institutions are facing the pressure of keeping up with the latest technologies in order to ensure that their students are as best prepared as possible for a very competitive job market.

One of the largest universities in Romania and, also, the best internationally ranked Romanian university, Babes-Bolyai University aims to be at the forefront of the digital transformation of teaching and education.

"At the university and at our faculty, we are fortunate enough to have access to many sources of information not usually available to the general public and we try to share them as best as possible with our students. However, many of these documents are often written in foreign languages and have tens if not hundreds of pages," says Razvan V. Mustata, Dean of the Faculty of Economics and Business Administration, Babes-Bolyai University. "That amounts to massive volumes of data that have to be translated. So far, we've relied on our faculty members or on free translation sites, but these solutions are neither time, nor cost effective."

### THE SOLUTION

Translation services and technologies are a \$38 billion market that is growing. Moreover, it is estimated that by 2019 this will amount to nearly 50 billion dollars.

The Xerox® Easy Translator App was developed in early 2016 to simplify translations in large companies and institutions.

The Easy Translator App provides cloud translation services tailored to the diverse needs and requirements of organizations.

Translations can be done by a computer, MFP, phone or can be done by experts from different fields to ensure a top-quality result. The application can currently translate 44 languages and is compatible with an extensive range of files, both editable and non-editable. In addition, this translation service is available 24x7 and can be accessed from mobile devices, computers or print equipment.

The Faculty of Economics and Business Administration, Babes-Bolyai University, signed a contract with Roxer, a Xerox Premium Partner, for 10.000 pages to be translated using Xerox® Easy Translator App within a pre-determined period of 12 months.

"One of the best things about Xerox® Easy Translator App is that its accessibility fits not only the education sector, but can also be used by manufacturing, retail enterprises as well as small and medium business across other industries." - says Dan Moldovan, Sales Director, Roxer.

### THE RESULTS

"Prior to purchasing the application, we used a trial version of Xerox® Easy Translator. We have been pleased with both the quality and the high speed of the translation process and decided to acquire a full 10.000 pages subscription. We've already gotten so much use out of this software," added Razvan V. Mustata.

"Especially when it comes to scientific articles and studies, which have many pages and use specialized terms, the Xerox® Easy Translator App has proven to be an efficient solution."

"The Faculty of Economics and Business Administration from UBB is the first educational institution in the country that has purchased the Xerox® Easy Translator App", says Bogdan Cobuz, Office Product Marketing Manager, Xerox. "One of the collateral benefits of the app is that the layout of the original document is transferred in an editable file, offering the user the possibility to customize the translation so that both files have a similar look and feel. We are excited to see that education institutions are leveraging the latest technologies to help their mission and we are confident that the faculty will benefit greatly from using our services."

**ABOUT UBB**

Babes-Bolyai University, commonly known after its abbreviation, UBB, is a public university in Cluj-Napoca, Romania. With more than 44,000 students in 2017, it is the largest university in the country. The Babes-Bolyai University offers study programmes in Romanian, Hungarian, German, English, and French.

The Faculty of Economics and Business Administration has a rich history within the university and provides academic services for all forms of education: undergraduate, master's, doctoral, distance learning, continuing education, retraining postgraduate courses, research programmes, consulting and sustainable development.

**ABOUT ROXER**

Having started in 1994 as a Xerox partner in Cluj, Roxer is currently a Xerox Premium Partner in 6 counties - Cluj, Bihor, Bistrita, Salaj, Satu-Mare and Maramures. Roxer Grup offers its customers customized printing solutions for any type of business, regardless of size or industry.

**ABOUT XEROX**

Xerox Corporation is a technology leader that innovates the way the world communicates, connects and works. We understand what's at the heart of sharing information – and all of the forms it can take. We embrace the integration of paper and digital, the increasing requirement for mobility, and the need for seamless integration between work and personal worlds. Every day, our innovative print technologies and intelligent work solutions help people communicate and work better.



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