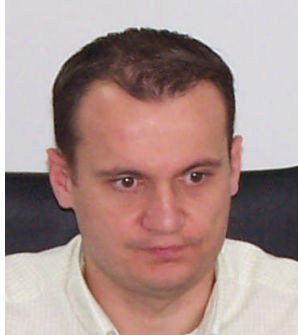


## Interview with Stephane Barrier, CEO primoscrib and Sylvain Renouf, CTO primoscrib



**Stéphane Barrier**



**Sylvain Renouf**

### **FACC**

Primoscrib was founded in January 2005 in France with a unique positioning in the translations market: "Concentrating the very best in translation skills and the best technologies on offer and putting them at the service of customers and the translation community."

Can you tell us what is special about your translations team and your technological platform?

### **Stéphane Barrier**

All the translators we work with are native, meaning that they only translate into their mother tongue. They also only translate in a couple of fields as nobody can be excellent in all areas. They enter our translator pool after being selected through a rigorous process where they are tested in their language and industry combinations. Then, having passed this test, they are given small projects. If they succeed - if they deliver good translations in time - they are considered as part of primoscrib's translations team. We try as much as we can to link one customer to one translator or a team of translators depending upon the size of the project.

As far as our technological platform is concerned, we use the latest tools that the translation market has to offer. This helps our translators in gaining efficiency, homogeneity and quality in their everyday tasks. As a consequence, translations are more accurate and translators have access to better working tools.

### **FACC**

Tell us about the project management methodology that Primoscrib brings to the translator-client relationship.

### **Sylvain Renouf**

Most of time the client asks us for a quote, for example he has a text that needs to be translated into another language as soon as possible. We ask him to send it to us for analysis via e-mail or through our

secure Extranet (for both large and confidential documents). Having analyzed the document, we send the client a quote with two deadlines: one is “normal” (necessary daily time that needs a translator to make the job) and another one is “urgent”, which implies the translators must work before and/or after normal business hours. When the customer places the order, our job is to find the right translator in our database who is available to do the translation within the timeframe the client chose and, last but not least, to find the translator who manages this language combination in the field of the text. We then follow the project as the sole contact for both the client and the translator in case of any questions on either side. Our task is also to ensure we deliver the translation in time by ensuring we respect the deadline the client has chosen when placing the PO. Finally, we stay at the client’s disposal after delivery in case the customer has additional questions.

**FACC**

How did you go about growing the business?

**Stéphane Barrier**

We keep looking for new customers! ;-) Clients in the translation business can be very volatile, not because they switch frequently from one supplier to another, but simply because their translation needs may be irregular during the year. We therefore need to constantly search for new clients, of course for developing our business but also for ensuring our revenues from one month to the other. Competition is severe but if you’ve got the 3 key elements: Speed (in sending quotes) - Quality (of both translations and project management) & Meet deadline (when delivering translations) then clients keep working with you. We have also signed many annual contracts with customers in France & abroad - when they think translation, they think “primoscrib”! Each need of translation project is therefore dealt by primoscrib. As we have been operating since 2005, our customers recommend us to their suppliers, their customers, their lawyers etc. Word of mouth allows us to increase our business too.

**FACC**

Who are your main clients now and are they mostly in France and Europe? What percentage of your business is repeat business?

**Sylvain Renouf**

Our main clients are IT companies, law firms, laboratories, market analysis firms, fashion /accessories companies etc.

Our clients are 85% in France, 10% in Europe and 5% in the rest of the world. More than 50% of our business is repeat business, and each year we gain new clients in France and abroad.

**FACC**

Primoscrib recently won a tender for the UN in New York. Tell us how you went about contacting the UN, and how you succeeded in getting referenced as an official vendor.

**Stéphane Barrier**

A Spanish client recommended that we answer UN tenders. However, prior to answering UN tenders, you need to be a UN vendor! Therefore, I followed the UN selection process and primoscrib became a UN Vendor in 2008. We had then the opportunity to answer all tenders in our field, ie translation & interpreting. I also followed a very interesting EU UN-Procurement Seminar in New York in 2009, which was organized by The European Procurement Forum (EUPF), whose purpose is to facilitate activities that promote UN-Procurement from EU-companies. EUPF has been founded by the EU-trade representatives to the United Nations Offices in New York. The goal of the seminar is to provide participants with the information and tools to access the UN-market place and to advise European-based companies on being successful in doing business with UN organizations. Having followed this seminar, I better understood how UN works and had answers to questions I had before answering UN tenders. This was also a very good opportunity to meet other European companies and exchange business cards for future business!

**FACC**

What are your plans for the US market?

**Stéphane Barrier**

We want to enter the US market after having entered the French and the European markets. We think being member of the FACC is a very good step to better understand this particular market. Our aim is to develop our market share with both US and international firms based in the US. We need first to understand how the translation market is organized to adapt our development policy. Then, when needed, the opening of an office in the US could be planned but our first step is to gather as much information as possible in order to be ready and effective when the time is ripe.