

“pairaphrase”



CASE STUDY

Top Marks for Translation

Pleasanton Unified School District
and Pairaphrase



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About

PLEASANTON SCHOOL DISTRICT

Pleasanton Unified School District (PUSD), located in the heart of California's Tri-Valley region, serves over 13,000 students across 16 schools with the support of over 1,400 employees. With a mission that "Our students will make a better world," and a vision that every student becomes a resourceful, resilient, responsible, and engaged world citizen, PUSD is committed to nurturing global competence in its student body.

True to its values of equity, inclusion, and innovation, the district prioritizes high academic achievement for all students—regardless of race, ethnicity, socio-economic status, or gender—and encourages personal growth through compassion, civility, and community consciousness. A key part of this strategy includes creating multilingual access for families. With a diverse population that includes Spanish and Mongolian-speaking communities, PUSD strives to ensure clear, inclusive communication that reflects its commitment to equitable education for all.

IMPACT OVERVIEW

93% Less Cost

Just \$0.011 per word vs. traditional translation of \$0.16

\$186,000 Saved

per year on DOCX translations

800+ Hours Saved

annually on translation tasks.

45,000 Words

translated per month in Spanish and Mongolian

THE CHALLENGE

As the Pleasanton community became increasingly multilingual, the district's translation needs outpaced the capabilities of its traditional outsourcing model. Turnaround times for translated documents often stretched to three weeks—an unacceptable delay for urgent meetings and critical parent communication.

The cost of traditional translations was also burdensome, averaging \$0.16 per word, which made it difficult to scale language access across all departments. Simultaneously, quality control and formatting consistency posed ongoing challenges. Faced with growing demands, rising costs, and inefficiencies, PUSD needed a solution that was fast, accurate, user-friendly, and aligned with its fiscal and educational goals.

THE APPROACH

In 2023, Pleasanton Unified discovered Pairaphrase. The district was immediately impressed by its intuitive interface, instant translation capabilities, and high-quality output. After an initial demonstration, the district quickly adopted the platform. Kime Jester, Executive Secretary for Special Education, was able to test the tool using real documents. "I was a little nervous at first... but Rick from Pairaphrase walked me through it and I realized I just might have some tech in me!" she shared.

Pairaphrase's standout customer support and training resources made the onboarding seamless. District staff were empowered to take ownership of translations, with help just a call away when needed. Unlike previous translation providers, Pairaphrase offered a personalized, hands-on approach that made a lasting impact.

THE RESULTS

Since implementing Pairaphrase, Pleasanton Unified School District has achieved transformative results:

- **93% Cost Reduction** – Translation cost per word dropped to just \$0.011
- **\$186,000 Annual Savings** – On translations for formats such as Microsoft DOCX
- **800+ Hours a Year Saved** – Time previously spent waiting or editing translations is now reclaimed for higher-value tasks
- **Instant Turnaround** – Eliminated the 3-week wait time for translated documents
- **High User Satisfaction** – Staff with limited tech experience are confident and capable using the platform

By shifting to Pairaphrase, Pleasanton Unified School District unlocked a translation solution that aligns with its values—fiscally responsible, technologically innovative, and student-centered. The district no longer views translation as a bottleneck, but as a streamlined, secure, and scalable process that supports its mission of preparing students to thrive in a multilingual world.

Pairaphrase has become more than a tool for PUSD—it's a partner in delivering timely, clear, and culturally appropriate communication that builds trust and strengthens community engagement.



“The platform is so easy to use and the support is even better! Easy software to use for a dummy! The platform is easy to navigate... I wish I would have known about Pairaphrase a long time ago.”

– Kime Jester, Executive Secretary for Special Education Pleasanton Unified School District



About

PAIRAPHRASE

Pairaphrase is a secure and easy-to-use translation management platform that helps organizations simplify and accelerate their translation processes. Supporting over 140 languages, it enables users to instantly translate [25+ document types](#) and large batches of files at once, saving over 80% in costs compared to traditional translation services. Key features include:

- **Enterprise-Level AI** – Purpose-built for translation, with agentic and generative AI that helps teams move faster and work smarter.
- **Efficiency** – Streamlines translation with automation and translation memory, making it fast and intuitive—even for users without translation experience.
- **Collaboration** – Enables real-time teamwork across teams and regions, allowing users to involve the right people at the right time.
- **Security** – Protects sensitive data with advanced encryption and compliance standards.
- **Accuracy** – Combines AI-powered translation with human refinement and responsive customer support to ensure precise, reliable results.
- **Customization** – Tailors workflows to your organization’s needs, giving you greater control and flexibility.

Pairaphrase is trusted by global enterprises, schools, and institutions that need fast, accurate, and secure multilingual communication at scale.



Want results like Pleasanton USD?
Meet with us to discuss your organization’s
challenges and receive a customized solution.

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