CASE STUDY

FROM "DYI" TRANSLATIONS TO PROFESSIONAL LOCALIZATION

Our client is a small but rapidly growing company operating in the network monitoring and advanced threat detection industry. They started localizing the way many other start-ups did: using employees who spoke the language and later adding five in-country distributors.

For some time, this seemed like a great and cheap setup. But as the amount of content grew and new versions of their product were released, issues started to mount and doubts about the process started to creep in.

As they didn't know what they didn't know, they were reinventing the wheel without realizing it, fixing issues as they appeared. Yet, with very little control over the languages done by local distributors, this was becoming complicated and what seemed like a great process started to look like a great headache.

This is when we met. At the beginning, we listened a lot to what is not working and identified four major issues, all coming from the simple reason that the process was not centralized:

Release management and timelines adherence
Releases for individual language versions were difficult to manage since there was no control over the capacity that each distributor was able to dedicate to the task.

Difficult change management and gradual loss of knowledge
Any ongoing changes to the product were pain to deploy across all the languages plus at some distributors, over time, different people were involved and knowledge was mostly in people's heads.

Growing missed opportunity costs
The increasing amount of work started to pose a challenge for the distributors who were suddenly doing a lot of localization work rather than focusing on their core business of selling the products.
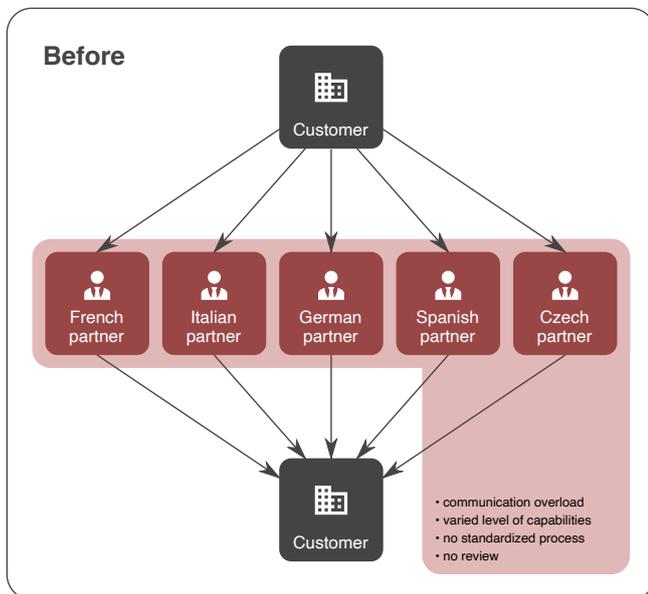
Poor consistency
Consistency was an issue as there were no tools to support it across product releases and even inside the product, such as consistent translations for certain words in user interface and documentation so the help files were sometimes labelled differently than the feature they described which was confusing users.

On top of these challenges, the file format used for localization was not localization-friendly so we looked into that, too.

Once we understood the issues, it was quite easy to suggest steps to address them. First, we advised on the file format which was changed to XLIFF, easily processed by standard Computer-Aided Translation (CAT) tools. Then, we built a team of linguists for each language with relevant subject-matter expertise to correctly translate terms in our client's field.

This helped remove the burden put on distributors while increasing capacity and ensuring adherence to deadlines with the added bonus of having all languages ready for release at the same time. Our linguists reviewed all translations done to date and created Translation Memories and term base necessary for establishing and further ensuring consistency. And we put CAT tools in place to increase productivity by recycling content translated in the past and at the same time added a review step to ensure quality.

Before

Customer

French partner
Italian partner
German partner
Spanish partner
Czech partner

Customer

• communication overload
• varied level of capabilities
• no standardized process
• no review

After

Customer

Loqipa

• communication via single point of contact in Loqipa
• professional translation & review
• end-to-end project & resource management
• pool of professional linguists
• single order & delivery

Translation

Review

Customer

CONCLUSION

All this took about one month, from the initial meeting to the first project executed with the new processes and tools. Many things which were new and "cool" for them were standard for us as we use them every day, albeit often in different combinations since every client is unique.

So don't reinvent the localization wheel, it's our core business – so you can focus on yours.

Contact us at **info@loqipa.com** and we'll be glad to help you reach new clients on international markets.