

# CASESTUDY: AVIGILON

## Localization and Collaboration to Enable Global Growth

avigilon™

### CLIENTPROFILE

Avigilon Corporation, a trusted security solutions provider, required a scalable globalization strategy that centralized localization and translation activities to meet rapid global growth in demand for its products and manage high volumes of variable content. Avigilon's **video analytics, network video management software and hardware, surveillance cameras, and access control solutions** are offered to customers in approximately 120 countries. Visit [www.avigilon.com](http://www.avigilon.com).

### CLIENTCHALLENGE

In 2013, Avigilon set out to implement a more strategic and centralized localization approach, identifying one strategic language service provider (LSP) that could support all Avigilon content types and provide guidance to drive the overall globalization and localization strategy. Avigilon wanted to work with an LSP large enough to manage a wide variety of content and high volumes, but also agile enough to grow with Avigilon and deliver a scalable solution to meet increasing global demand. Avigilon selected Welocalize.

#### FACTS

175 LANGUAGES  
1000+ EMPLOYEES  
21 GLOBAL OFFICES  
4TH LARGEST US LSP\*  
7TH LARGEST LSP WORLDWIDE\*  
\*SOURCE: COMMON SENSE ADVISORY, 2016

#### OFFICES

USA  
UK  
IRELAND  
ITALY  
GERMANY  
CHINA  
JAPAN  
ROMANIA  
HUNGARY  
SPAIN  
POLAND

#### HEADQUARTERS

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### WELOCALIZESOLUTION

As demand for Avigilon's products exploded, the new team moved quickly. Avigilon and Welocalize centralized the flow of translation requests and technology, moving assets and processes onto Welocalize's open-source translation management system (TMS), GlobalSight and developing glossary maintenance programs and translation memories (TMs). Working closely with Avigilon's ever-growing in-house localization team, a new localization program was put in place that could handle a wide range of content into up to 23 languages:

- ✓ Software Localization
- ✓ Software QA and Testing Through Welocalize Testing Laboratory in Portland, Oregon, USA
- ✓ Localization and Testing of e-Learning & In-Classroom Training Materials for Avigilon's Global Product Training Programs
- ✓ Localization of Multimedia, Including Dubbing and Subtitling of Audio and Video Content
- ✓ Technical Documentation; Product Installation Guides, Software User Manuals & Product Datasheets
- ✓ Sales & Marketing Collateral
- ✓ Web Updates
- ✓ MT & PEMT Support

### ADAPT WORLDWIDE TRANSCREATION CAPABILITIES

For Avigilon, localization is not just about translating words but recreating and culturally adapting content to suit local customers in their regions. Avigilon works with Welocalize's multilingual digital marketing agency, Adapt Worldwide, to transcreate sales, marketing and product content, providing linguistic copywriters who are trained on Avigilon products. The Adapt Worldwide team develops fresh, digital content, whilst retaining the overall brand concepts and values for local markets.

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### MT PROGRAM

Welocalize and Avigilon implemented machine translation (MT) with post-editing for 10 languages for support on technical publications, software manuals and hardware installation guides. With high volumes of content, this has enabled Avigilon to make significant cost-savings.

### BUILDING RELATIONSHIPS. BUILDING A GLOBAL TEAM

One of the driving forces behind this successful localization program is the emphasis on global teamwork and collaboration. The core Avigilon localization team has increased significantly since the program began in June 2013 due to the rapid increase in sales and demand for Avigilon's products around the world. Welocalize has fully supported and on-boarded new team members, providing round-the-clock support and training for new tools.

### THE FEATURES

- ✓ End-to-End Localization
- ✓ GlobalSight TMS
- ✓ weMT & Post-Editing for 10 Languages
- ✓ In-Country Review Process
- ✓ Glossary, TM & Terminology Management
- ✓ Consultative Input on Strategy & Resources
- ✓ Localization of Software, Marketing, Technical Communications, e-Learning & Multimedia Content
- ✓ Transcreation & Multilingual Digital Marketing via Adapt Worldwide

### THE BENEFITS

- ✓ Global Reach on a Wide Range of Avigilon Products in Up to 23 Locales
- ✓ Increased Quality & Cost-Effectiveness
- ✓ Exceptional Levels of Customer Support from Welocalize Teams
- ✓ Flexible, Scalable Solution
- ✓ Centralized Approach
- ✓ Global Teamwork
- ✓ Collaborative Relationship Based on Transparency & Trust
- ✓ Customized Workflow & Solution
- ✓ 24/7 Support by Local Welocalize Offices to Cover All Time-Zones

*"Avigilon's localization strategy is to invest in the right content areas and target languages to improve Avigilon's overall global performance and achieve global growth. We're extremely satisfied with the results we have seen by bringing Welocalize on board as our strategic localization partner. The Welocalize team delivers world-class customer support and has increased our level of localization maturity, resulting in a localization program that is used globally by many departments within Avigilon. It has been and continues to be an incredibly successful collaboration."*

Paula Hunter, Localization Manager, Avigilon

### ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. [WELOCALIZE.COM](http://WELOCALIZE.COM)

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