

CASESTUDY: ENERGY SECTOR

Managing the Complexities of a Global Energy Company

A multinational energy corporation, headquartered in the USA, active in more than 180 countries. They are engaged in every aspect of the oil, gas and geothermal energy industries



THE OVERVIEW

This global company has many complexities involved in their globalization processes and works with many language service providers (LSPs), including global-player, Welocalize. Through the combination of innovative methodologies and technologies, this client is now executing a more efficient and mature localization processes, translating content into 17 languages with Welocalize. A more structured workflow means higher quality output, more consistent product messaging, additional employee resources and improved performance.

CLIENT CHALLENGE

The client experiences many complex dynamics within its globalization strategy. There are many groups based around the world, conducting training and requiring localization programs for new and legacy content. Any global brand has high volumes of content and many localization processes and this can result in internal inefficiencies and inconsistent messaging and quality. As global growth targets continue to increase, this client needed a strong team of localization resources to ensure this world-renowned brand continues to be correctly represented in all its international markets.

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
SPAIN
HUNGARY

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WELOCALIZESOLUTION

To support the international business, especially markets outside of North America, Welocalize worked with the client's internal localization teams within the Global Sales and Learning Enablement Group. Together, they highlighted the requirements for a more defined translation workflow. Welocalize helped implement this workflow, improving time-to-market and enablement for the field. Localization activities were centralized within the Global Sales and Learning Enablement Group and introduced new technology including Welocalize's open-source TMS, GlobalSight.

This approach was communicated to stakeholders within the corporation, empowering them to develop their own localization requirements based on their needs and by putting a structure in place. By championing localization, requests could be placed directly to the client's localization teams or the LSP.

Using the Localization Maturity Model (LMM), developed by independent research firm Common Sense Advisory, Welocalize was able to put translation workflows in place to increase productivity and begin to "mature" the client up through a series of localization and quality management practices.

THE RESULTS

Welocalize helped this global energy company to deliver multilingual training materials (including multimedia AV content) on to any mobile device – content that would be distributed to employees, distributors and partners.

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"Welocalize's partnership approach is all about collaboration, innovation and thinking globally, while remaining sensitive to local needs and requirements of all our client's divisions and stakeholders."

Monique Nguyen, Business Development Director, Welocalize

THEFEATURES

- ✓ Localization Strategy Development
- ✓ Alignment of LMM Principles
- ✓ Workflow Management
- ✓ GlobalSight TMS Technology
- ✓ Content Types include: websites, marketing, e-learning—including video and audio, online technical courses, internal communications
- ✓ Multilingual Content Delivered on to Mobile Devices
- ✓ 17 Languages

THEBENEFITS

- ✓ Increase in Productivity + Translation Speed
- ✓ Reduce the Need for Internal Resources
- ✓ Scalable, Robust Infrastructure
- ✓ Consistent Translations
- ✓ Open-Source Translation Management
- ✓ Greater Transparency of Project-Flow
- ✓ Constant Innovation
- ✓ Maximum Return-on-Content

"We are a huge global organization with high demands and expectations in many language markets. Working with Welocalize, we are able to simplify our processes, introduce the right technology and deliver more consistent output, which truly represents our brand. With Welocalize, we will continue to focus on process improvement to increase scale and efficiency and expand projects and languages into growing areas like mobile. Welocalize is a great localization partner for any global brand. They will get the right return on any content investment."

Client Global Sales Competency Manager

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

