CASESTUDY: F-SECURE
Predictable + Consistent Software Localization

F-Secure

Agile Localization

F-Secure Corporation is an award-winning global anti-virus, cloud content and computer security company. Its' software products are sold all over the world. Welocalize is one of F-Secure's main localization partners, providing translation for a variety of content types into 13 languages. Together, they introduced an agile methodology for the localization of F-Secure's software updates.

CLIENTPROFILE

Headquartered in Helsinki, Finland, F-Secure has 20 country offices, 940 employees and a presence in more than 100 countries. Their award-winning software products are sold and used by organizations around the world and protect customers' irreplaceable digital content and online interactions.

CLIENTCHALLENGE

To protect global customers from the latest security threat, F-Secure needs to be able to send out incremental software updates, patches and new features as soon as possible in all target languages. These updates have to be developed and distributed quicker than the source product in an agile environment.

What is agile software development? It's a process where tasks are broken down into smaller efforts – so advances can be made quicker, in shorter, sprint cycles. End-users get new updates and features faster, avoiding the commercial bottle- necks that can occur with international releases of the source product. Agile development needs agile localization.

Facts
175 Languages
1000+ Employees
21 Global Offices
4th Largest US LSP*
7th Largest LSP worldwide*
*Source: Common Sense Advisory,2016

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USA
UK
Ireland
Italy
Germany
China
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Spain
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THERESULTS

F-Secure introduced agile localization in 2005. F-Secure and Welocalize agreed to an advance set number of hours per week as the weekly sprint. Content for translation is issued by F-Secure in weekly "kits". All translation teams are pre-booked for the weekly kits. The weekly translation time averages about three to four hours per locale. Welocalize manages 13 of the languages.

All files and projects are transferred and managed using FTP and CatalystTM software. Outside of the weekly kit, Welocalize receives additional translation requests which can be managed as the agile process allows for scalability. All Welocalize teams are regularly engaged with F-Secure, so turnaround time from receiving a project to translation handoff is one hour or less.

Having a regular team of translators consistently involved in the localization process also means linguistic bugs in language variants are identified earlier. Calculations show that it can cost €1000 to fix a linguistic bug – the less bugs, the more cost savings.

"Localizing software can be challenging. We're constantly in the software development cycle of producing code, patches, new features, help, FAQs. The localization of our products is as important as the actual product itself. With Welocalize we have established an excellent, efficient localization process with a strong team. In June 2013, we looked at whether we could improve the agile localization process that we put in place with Welocalize in 2005. It is so streamlined and efficient; there was nothing we could do to improve it."

Mika Pehkonen, Documentation and Localization Manager at F-Secure

welocalize
doing things differently

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Agile vs. Traditional Localization

Key differences between traditional and agile localization lie in the high frequency of projects, small size of projects and quick turnaround requirements. The agile cycle has small incremental sprints, which are concentrated bursts of activity that produce swift results. Localization is continually part of the agile cycle compared to the traditional cycle, where localization only starts to play a significant role at the end, as the source product gets closer to its international release date.

TRADITIONAL

- ✓ L10N gets compressed in the end
- ✓ Resources are a challenge
- ✓ Time-to-market can be delayed
- ✓ No simship (Manage Δ)
- ✓ Issues found late in cycle

DEVELOPMENT + L10N CYCLE

AGILE

- ✓ Regular small releases
- ✓ Resources spread evenly
- ✓ Localization starts early
- ✓ On-Demand
- ✓ Simship
- ✓ Identity and fix issues early

THEFEATURES

- ✓ Shift to hourly work not word rates
- ✓ Schedule of regular Translator Innovation Days
- ✓ Open, three-way communication between client, LSP and translator
- ✓ Open discussion on innovation topics
- ✓ Paid free time allocation

THEBENEFITS

- ✓ Self-guidance and self-certification for translators
- ✓ Increased translator motivation
- ✓ Higher translator retention
- ✓ Consistency of translation and localization
- ✓ Knowledge and input from translation teams to future F-Secure products

> *"Starting localization late leaves little time for some of the user experience related elements. Translators are experts of the culturally adapted end user experience and are able to identify bug and quality issues. We need them as part of the process earlier so there is time to take their feedback on board. Agile methodology allows us to have the translators continually involved in the development cycle. Resources and processes can be set up and scheduled to deal with a more predictable flow of translation projects."*
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> **Mika Pehkonen, Documentation and Localization Manager at F-Secure**

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