

# CASESTUDY: VIDEOJET

## Welocalize + Videojet = Enabling Global Marketing



Welocalize client, Videojet Technologies Inc., is the world's largest coding and marking company, selling coding technology, directly and indirectly, in 135 countries. In 2012, Videojet wanted to improve localization process and put in place a slicker, centralized and more efficient translation workflow. Part of their globalization strategy was to produce marketing collateral in over 17 languages. They selected global LSP, Welocalize, to develop and implement a localization strategy to support local product launches and vertical market programs. This partnership has been a great success, with localization directly impacting Videojet's global growth strategy.

### CLIENTPROFILE

Part of the Danaher Corporation, Videojet Technologies Inc. is the world's largest coding and marking company with a wide range of coding technologies. Videojet have over 3,000 employees with direct sales, application, technical and service support in 26 countries. There are also more than 400 distribution partners serving 135 countries.

#### 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

#### HEADQUARTERS

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### CLIENTCHALLENGE

Videojet's original localization function was decentralized and reactive. A decentralized model means duplication of effort and no asset centralization. For Videojet, this resulted in high administrative costs, poor supply chain management, inefficient resource allocation and significant inconsistencies in the way the Videojet brand was represented in its global markets.

Videojet wanted to achieve a higher level of localization maturity, eliminating unproductive and costly steps and achieve optimized and transparent levels of localization. In 2012, an internal initiative was put in place to translate all Videojet marketing collateral into 17 languages. After the selection process, Videojet chose Welocalize as their partner, to handle the localization of all branded marketing content: email campaigns, websites, white papers, multimedia content and much more.

### WELOCALIZESOLUTION

The Videojet journey started in December 2012. The process of centralizing all localization activities began and a thorough content type analysis took place to ensure a good match with the translators' experience and skillset. A new process was defined for in-country reviews, with time and quality based KPIs. Welocalize took on the management of the Videojet in-country review process. A jointly developed language quality plan focused on getting certain key components in place which, over time, would significantly impact the quality levels of localized material. These included glossaries, style guides, translator training and workshops.

Making significant changes to existing processes will always cause initial challenges. Going from zero to translating everything caused some initial friction due to the sheer increased scale of work. Further challenges at the review stage meant that initially, campaigns were delayed. The Welocalize and Videojet team worked closely together to overcome these new challenges. As a result, the translators were connected directly to the reviewers. By splitting up the content into 5,000 word packages, this meant that translators and reviewers could prioritize certain campaigns to hit time and quality targets. This also allowed Videojet and Welocalize to agree set turnaround times for each stage of a project, setting everybody's expectations clearly and reducing confusion.

To build and enhance the relationship between all the teams, Welocalize held several workshops and a Reviewer Summit to further optimize the workflow between all parties involved in the marketing collateral supply chain. Welocalize's open source translation management system (TMS), GlobalSight, Welocalize's open-source TMS, was deployed, at no cost to Videojet, to reduce the amount of touch points, enable online reviewing and to increase the efficiency of the overall localization workflow.

In 2013, Videojet revamped and rebranded their company website. This website localization project included the localization of published web content and a number of multimedia elements including video and animations. A team of Welocalize experts worked to ensure the new website achieved the global "Switch-on" target date and the new Videojet went live in 15 languages in January 2013.

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### THE BENEFITS

- ✓ From decentralized to centralized localization process
- ✓ Increased levels of maturity, achieving optimized and transparent levels of localization
- ✓ Management of in-country review process
- ✓ Fully automated translation workflow
- ✓ GlobalSight TMS deployed and customized at no cost
- ✓ Connector between CQ5 and GlobalSight to automate import/export of web content
- ✓ JIRA tool implemented in 2014 to promote dialogue between Videojet country teams and translators
- ✓ Dedicated client portal
- ✓ MT and post-editing pilot

### THE RESULTS

- ✓ Turnaround time for review stage reduced from an average of 13 to seven days
- ✓ 36% saving on overall translation spend due to improved process and translation memories (TMs)
- ✓ 2013 – 2014: 50% increase in translation volume
- ✓ KPIs reported on every quarter to monitor success and progress
- ✓ Welocalize rated nine out of 10 in 2014 client satisfaction survey
- ✓ High translation quality scorecard ratings

*"With Welocalize, we have been on a real journey to improve and increase Videojet's level of localization maturity and get to a place where we're producing high quality, global marketing materials to support Videojet's international business strategy. It's been a gradual evolution and along the way, we've had to fight and put out a few fires. As our main localization partner, Welocalize has taken us through the learning curve and introduced many new processes, talent and tools. This has resulted in our significantly increasing the speed and quality of our localization activities to support local product campaigns and launches. The results are fantastic and we look forward to a long and productive relationship with Welocalize."*

**John Coleman, Marketing Director, Videojet**

### 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)

