

WHEN MINDJET AND SPIGIT MERGED:
**3 MONTHS TO
TRANSLATE A MAJOR
SOFTWARE APPLICATION
INTO 10 LANGUAGES**





Mindjet is a San Francisco-based software leader with solution suites dedicated to streamlining collaboration and mind mapping. Clients leverage Mindjet's MindManager to create and share knowledge collaboratively; visualize complex structures, challenges, or problems; and communicate ideas with ease. These clients include 83 of the Fortune 100 (Hewlett-Packard, Coca Cola, Walt Disney, IBM, Wal-Mart, and Nationwide) and the United States Coast Guard. Since 2011, building on its success in the U.S., Mindjet has expanded into Australia, France, Germany, Japan, Switzerland, and the United Kingdom.

Background



Mindjet and Spigit

In 2013, Mindjet merged with Spigit, a leader in innovation and knowledge management. More than 3,000 companies and two million users globally use Spigit's flagship product SpigitEngage. Inc. Magazine recently named Spigit as one of the fastest growing private software companies.

A Valuable Internal Asset

In the midst of its merger with Spigit, Mindjet had a valuable asset in Fabien Desmole, a multi-faceted localization manager who leads the global expansion of Mindjet's content. Fabien is a former Hewlett-Packard and Palm localization engineer with over 17 years of translation and localization experience. Fabien provides a truly unique perspective having worked as the client, consultant, and translation vendor in engineering, project management, strategic planning, and vendor management roles.

The Company's Challenge



With only three months before the next major release, Fabien and Mindjet faced two critical tasks, each with a formidable set of challenges:

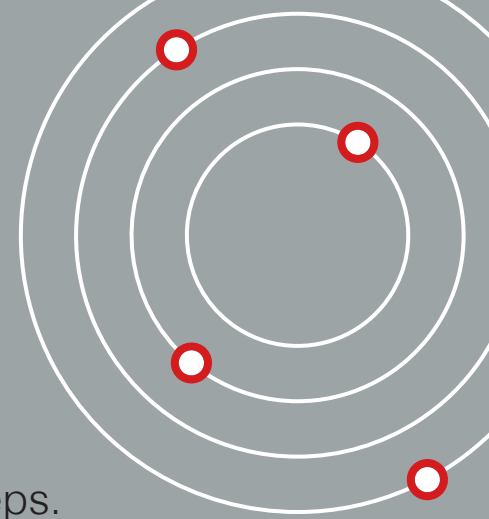
1. Process:

- Consolidating Mindjet's and Spigit's translation and localization efforts under one team while unifying localization into a new Agile process.
- Creating language assets (translation memory, language glossaries, etc.).
- Establishing repeatable deployment, testing, and quality control procedures to sustain regular simultaneous shipment (simship) for the complete suite of MindManager and SpigitEngage products.

2. Localization:

- Onboarding internal and external product teams against the clock.
- Reviewing and improving the existing translation and localization of Spigit's product.
- Producing a better-than-ever major release into 10 languages.

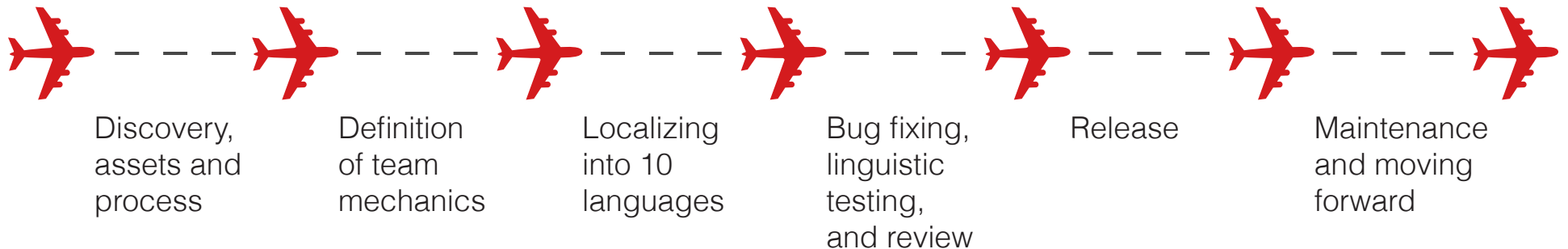
The Venga Solution



In three short months, Venga tackled all the challenges by accomplishing six steps.

The six steps aligned the two localization teams, localized the product into 10 languages, and established an ongoing process for future releases.

All these steps happened rapidly, often overlapping as multiple people worked in parallel to pull off a dramatic shift in process even as the product was rushing toward global release. The beauty of the Agile localization process we proposed is that it made these rapid changes both possible in the short term and sustainable for the future.



Step 1: Discovery, assets and process (Month 1)

Even under the tight time frame, we took the time to discover and address issues of assets and processes right up front. In the middle of a sudden merger and imminent global launch, this step may be seen as unnecessarily time-consuming and not immediately relevant. However, this initial step is crucial and helps any translation and localization effort function more smoothly. It also shortens timelines and reduces costs overall.

Discovery: Venga first investigated the existing assets and processes of both Mindjet and Spigit to enhance the alignment during the merger of the two companies.

Assets: Venga then gathered all original English content along with existing localized content and created a reusable database of translations and exclusive terminology for each brand.

Process: We also looked at how Mindjet and Spigit develop their software and aligned the localization effort around their Agile methodology. Previously there was no syncing or insight between the development and localization teams, leading to irregular schedules and missed deadlines.

We at Venga embedded ourselves within the internal localization team at Mindjet, which in turn was brought into close alignment with the product development teams. With this newly established communication, we had advance warning of the product before the sprint began, allowing us to anticipate issues before the sprint was completed.

Step 2: Definition of team mechanics (Month 1)

We created a communication routine among the internal teams for product development and localization and ourselves at Venga, so that localization was considered with each sprint. This helped keep everyone on track and allowed the internal Mindjet localization team and Venga to know what to anticipate for each sprint, while enabling us to foresee any issues along the way in terms of linguistic considerations.

The sprint cycles for the different products varied, happening every two weeks to a month. Venga worked with the teams to localize in between sprints.

The development teams provided test cases (script of steps needed to follow within the product to test the relevant areas) for new features. We would walk through the test cases together before we batched the new text for translation. If we spotted anything unusual, we would alert Fabien and the rest of the team. Then we worked with the team to find solutions and prepare them for what to expect from the localization process. If needed, we would work together to modify the test cases to address localization issues.

Step 3: Localizing into 10 languages (Month 2)

Bringing an application with over 50,000 words of on-screen text up to the standards demanded by Mindjet and Spigit and into 10 languages (which included Latin, Asian, and right-to-left scripts) was a major challenge. The development of the product never halted and localization needed to happen between releases.

Step 4: Bug fixing, linguistic testing, and review (Month 2)

Dealing with the differences between the two products was difficult enough. Then, in the process of aligning the existing translations, many of which were of subpar quality, we found the need for extensive changes to previous localization. Therefore, we moved forward to fix the legacy products where localization wasn't ideal, working hand in hand with Fabien to make sure that we didn't fix anything that wasn't really broken.

Once translation was completed for the 10-language Spigit project SpigitEngage, we staged it and then did QA of the live product. Bugs were logged, regressed, and verified. For in-country review (when local stakeholders review the translation), we made sure the testers and reviewers knew what to expect and supplied glossaries and other relevant assets to help them with their task.

For the legacy product SpigitEngage, we filed and fixed 1,000 bugs, delivering a high-quality product to Mindjet.

Step 5: Release (Month 3)

Only six weeks after Venga was engaged, Mindjet launched a major global release of their newly acquired product, SpigitEngage, in 10 languages. We worked with the merged localization teams to facilitate a major release and to create an ongoing sustainable process.

Step 6: Maintenance and moving forward (Month 4 and onward)

Because of our success with the initial release of SpigitEngage, Mindjet then engaged Venga to localize four additional applications, including software localization, related marketing materials, and help documentation. Venga now works with all the products for the two merged companies.

While SpigitEngage officially supports 10 languages, it does offer to the customer to add a new language on their own using .xliff format. Thus, we were also asked by the Spigit Community Manager to add four new languages not supported in the original release for SpigitEngage, with a fast, one-month deadline.

Due the accelerated nature of the release schedule and the addition of new products, Venga and Mindjet are now working on implementing new collaboration platforms that allow the automation of tasks and processes, so that file, query, and request management become a truly streamlined process for all teams involved.

The Results



“Venga has helped Mindjet with large software localization projects, integrating the translation workflow into our Agile process. Their translation deliveries are always on time and project management is very efficient. From the client side, what really stands out is that Venga’s team is very professional and easy to work with. Venga is a great and valuable business partner.”

Fabien Desmole, Lead Localization Engineer, Mindjet

In less than three months, Mindjet, with Fabien and Venga’s direction and support, successfully accomplished the merging of two localization efforts, launched a major application into 10 languages, and established assets and quality control protocols.

The end results:

- Happy end clients due to on-time delivery and quality translation
- No surprises thanks to a smooth process and reliable release cycle
- Linguistic consistency due to language assets
- Happy, internal engineering team
- Money and time savings
- The foundation for a successful and painless international expansion

About Venga

Venga's founders gained their expertise in the software industry. We use our twenty plus years' experience globalizing information-based technology products to help our clients succeed internationally.

Venga team members have managed all aspects of localizing software products, with particular emphasis on managing software localization planning and execution, as well as creating global content, such as documentation, online help, and training materials.

We've also worked closely with global support, marketing, consulting, and education groups on localization and translation projects. Our project expertise runs the full spectrum of what it takes to succeed — fully bringing international products to market. It includes website translation, eLearning translation, multimedia and video translation, marketing translation and global creative services.

As a top-quality translation services company, the Venga team has been driving localization best practices for the dynamic technology sector since its inception. Venga's team draws on experience with international leaders such as Google, VMWare, Opower, WatchGuard, HireVue, and Ubiquiti Networks, and others to help our clients get to market effectively.

For more information about Venga, please visit our website at www.vengaglobal.com

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