When a global leader in communications wanted to centralize the development and maintenance of their international websites, they turned to Translations.com to provide turnkey technical and language services to support the initiative. Developing a comprehensive term glossary and a fluid submission and review process that seamlessly integrated with the client's existing technologies, Translations.com was able to ensure consistency and accuracy throughout the localization process while simultaneously reaping substantial time and cost savings.

The Client:

Nortel Networks is a global internet and communications leader with offerings spanning optical internet, wireless internet, local internet, e-business, and personal internet products and services. Nortel's corporate mission is to redefine the economics and quality of networking and the internet, promising a new era of collaboration, communications, and commerce. As a leader in several sectors of the new economy, Nortel serves the emerging and existing needs of its clients in more than 150 countries and territories around the world.

The Challenge:

Nortel was already using a distributed model of managing the company's country websites. Their new challenge was to centralize development and maintenance of its country pages while simultaneously strengthening the Nortel brand voice and standardizing the input, production, and review process for both North American and international stakeholders. On the technical side, Nortel also had to design the centralized system to work within the existing publishing environment and account for future applications and content file types that would be integrated into the company's internet offerings. To accomplish this, Nortel would need to:

- Resolve international dependencies between groups
- Integrate web applications into all country sites
- Manage multiple projects at various stages simultaneously
- Localize graphics and other technical assets
- Integrate translated portions of the Nortel site with TeamSite (CMS)
- Effectively control and distribute the cost of 10,000-page localization projects
- Personalize web content for individuals

The Translations.com Solution:

Nortel partnered with Translations.com to provide comprehensive linguistic and technical business support for this initiative. First, Translations.com assigned a dedicated team of linguists to ensure consistency and development of institutional knowledge from the outset. Next, a three-stage language review, technical review, and quality assurance process was employed, guaranteeing flawless integration with TeamSite (CMS). Additionally, by developing a glossary of approved terms and leveraging repeated text, Translations.com provided time and cost savings, as well as the highest level of consistency.

On the technical side, we developed a localization process for Nortel that was closely tied to our base translation process, but included additional steps to account for graphics and other technical assets. Project workflows from TeamSite to Translations.com and back to TeamSite are fluid and encapsulated within Nortel's publishing environment, thus making the process easy for each stakeholder who submits a project. To reinforce the new localization process, we created content templates that could be used for all countries/languages, helping to maintain consistent brand voice across all projects and minimize "rogue" localization. And by providing on-demand consulting relating to Unicode, CMS, workflow management systems, and other applications, Translations.com ensures that the localization process is recognized as a primary component of any web initiative.

translations.com