Localization process transformation for a Learning Management System

Case Study:
How we transformed Schoox's SW l10n process

The Case

Schoox has developed a cloud-based solution for employee learning that companies can use for talent development and business growth. The solution was built around the goals of scalability, intuitive use, portability, easy deployment and integrations, and has already been adopted by numerous corporations with global presence.

When we first met, Schoox had already localized their web and mobile applications into 17 languages and were at the same time working on regular updates, while also contemplating on adding new languages and locales. Their localization (l10n) workflow was based on the use of an online localization platform Schoox had bought, deployed and was managing on their side.

Taking a closer look at Schoox's l10n workflow and related engineering processes, we identified three areas that could be transformed:

- transition into a model of outsourced project and asset management while maintaining the Schoox's visibility of and access to all projects and assets in real time

- quality assurance and query management

- leverage from previous translations and its direct translation into cost savings at quoting stage

The Challenge

Develop a cost-effective, quality-focused workflow on a l10n platform which would lift the burden of project and asset management from Schoox's shoulders and would also eliminate the translation platform use and maintenance costs from their annual spend.

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commit

The Approach

• We started off by identifying the appropriate l10n platform from our company's technology stack which would:

- **18 languages** migrated in **2 weeks**
- **>100K words** translated in **2 new languages** in **6 weeks**
- **>200 terms** added in termbase
- **25 languages**
- **>115K words** current total per language

    o   be online, secure and allow for safe handling of content and data
    o   include a comprehensive set of Translation Memory, Termbase and QA functionalities;
    o   allow for continuous workflows and enhanced collaboration among linguists;
    o   offer content visibility to Schoox and instant access to their linguistic assets;
    o   work well with the given source file formats and allow custom parameterizations;
    o   provide integration possibilities for connecting the l10n arm with the engineering front;
    o   eliminate the cost of the l10n platform use & maintenance on Schoox's side.

• Once the new platform was identified, we then took on the migration of translation memories, termbases and resource files from the legacy l10n platform into the new one. Specifically for the TMs, all variables, placeholders and other code exposed as text within the exported legacy translation segments were converted to tags, which would thus be subject to QA tool checks and would not allow for corruption from manual typing or other interference from the linguists.

• To ensure the source file formats were correctly read and used within the new platform, we parameterized the tool using regex and applying custom settings, allowing for full leverage from legacy translations and consistent handling of content across legacy and new languages/locales.

• Given the client's flow of work consists of releasing updates on frequent intervals, the original project evolved into a continuous set of jobs which would skip retranslation of previously translated strings and would only show the linguist teams the new and updated strings for translation. To achieve this, a connection was set up between the online repository where the source files were uploaded by Schoox and the l10n platform.

• To ensure the project's continuity, queries and query answers were recorded in an online spreadsheet, shared with Schoox and the linguist teams, and maintained by the PM team, allowing also for future reference by new language teams.

• All linguistic instructions deriving from query answers, along with Do-Not-Translate terms (DNTs) and other comments exported from the legacy platform were incorporated into QA checklists, for enhanced QA checks.

• With the technology side sorted, we then vetted linguists with relevant experience and expertise to form appropriate and dedicated teams for each target language, which would support us effectively for the linguistic work of the account.

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The Outcome

• Within two months from the start of our collaboration, besides migrating all assets to the new tool and setting up the respective processes, we also completed two series of updates and two new languages applying the new process described above. These were all successfully and timely released without disrupting Schoox's schedule nor their usual engineering workflows.

• Schoox was able to re-allocate the budget originally invested in the l10n platform use and maintenance to other initiatives. Using, without additional cost, the l10n platform we already own, they still retain direct access to linguistic assets and are able to view all projects & jobs and monitor progress in real-time.

• Despite taking the leap away from a long-lived l10n workflow they were managing primarily on their side, Schoox entrusted us with the setup of a new l10n model that meets their corporate priorities, makes good use of their budget and enhances the quality of their product, and thus the experience of their customers and end users.

Here is what Schoox says:

"Our cooperation with Commit started great and continues to be above our expectation. Although there was limited time to switch from our old localization platform to the Commit-platform, the transition was smooth and without significant issues. Their ability to understand our requirements and their flexibility in how to resolve issues, led to the very successful transition to their localization platform.

Apart from the beginning of our collaboration, Commit continues to provide us with an exceptional service. They understand who we are, what we do, they are always responsive to any question we have, and they provide solutions based on our business. Since the beginning of our collaboration, Schoox has been translated into many new languages. Their team's speed and professionalism been proven multiple times; we don't have to worry about whether the translations will be ready on time. We can definitely say this not a typical client- vendor relationship as we feel that Commit is part of our business and we are all interested in having a perfect result.

We thank you for all your efforts and your great job!