



Localization Chases the Sun – A Case Study

A case study about handling a “chase the sun” multilingual localization project across 6 different time-zones.

The Challenge

Our client is a global leader in the development, manufacturing and marketing of a comprehensive range of innovative medical products in more than 100 countries worldwide through direct offices and a network of distributors.

Quite often, in such a large group, confidential internal communication documents or press releases need to be released simultaneously across not only various departments but also global business units. And more often than not, such content is not ready for publication until the very last minute, especially in moments of crisis.

In this case, handoff takes place on client’s end of business day and handback should be sent the following day on client’s start of day. So, how do you go about handling the translation of an urgent piece in 6 different time zones in less than 1 day?

Time zones involved:

- Client: California (GMT-7)
- Our teams: Greece (GMT+3) and California (GMT-7)
- Resources: France (GMT+2), Germany (GMT+2), China (GMT+8), Japan (GMT+9) and Mexico (GMT-5)

Confused? We were! But in essence, it meant we had less than 16 hours to complete all translations!

US	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00
MEXICO	18:00	19:00	20:00	21:00	22:00	23:00	0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00
CHINA	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	0:00	1:00
EUROPE	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00

Addressing diverse culture audiences while entering new markets



The Approach

When the client hands off the files to us at his end of business, our US team prepares and sends the files to all our linguists.

The facts

Target languages:

French, German, Simplified Chinese, Japanese, Spanish (Mexico)

Turnaround time: 16 hours

Content localized: press releases, quarterly results, urgent internal communications

Number of people that worked on the project: approx. 30 including Project Managers, translators and editors for all languages

At that time, our Chinese and Japanese linguists will be just starting their working day, so they'll have a full 8 hours to work on the files. The same goes for our German and French linguists. They will also receive the files at their start of business, only that it will be 7 hours later considering the time zone differences. The only team with limited time on their hands will be our Mexican resources that will have just a few hours to deliver the translations, since they will receive the hand-off after their end of business. When our linguists complete the translations, our European team can receive and post-process the files for immediate handback to our client.

The Outcome

- On-time delivery: The file was successfully delivered in all five languages by the client's start of business.
- The client met the strict, urgent and simultaneous release dates around the globe and shareholders worldwide were informed in a timely and understandable manner.
- We safeguarded the confidential nature of the information by using NDA-bound partners and a secure protocol transfer method.

Fast turnaround projects can be tricky and demanding. Commit Global offers:

- *Quick TATs without compromising quality*
- *Local, in-country resources*
- *Dedicated account PMs to respond in short notices*