

COMPLEX WEBSITE LOCALIZATION

KWINTESSENTIAL ARABIA

Kwintessential Arabia from UAE are a translation service provider with clients across the globe. Their customers value their high level of service, professionalism and a consultative approach.



THE CHALLENGE:

Kwintessential were commissioned by the Dubai Department of tourism to translate the WORLD EXPO 2020 website based on Sitecore. They quickly identified that their current processes would not be able to scale up to meet the needs for such a complex project.

There were 7 different marketing agencies around the globe feeding the Sitecore web platform with content to be translated into 5 languages. The localization process needed to be agile and have the ability to manage thousands of translators and correctors in real-time.

“We needed to manage the initial full translation of the website and then scale down to smaller regular updates.” a Kwintessential director commented.

In order to deliver this project Kwintessential required a system that met the following criteria:

- Accessible by agencies and translators worldwide
- Hardware independent – used on PC's , Mac and Tablets without any issues
- Handle complex XML – XML content pushed from the Sitecore
- Flexible workflows - Able to manage regular content updates
- Scalable – work effectively with large projects
- Easy to use –not all the users would be trained linguists
- Quick to implement – no time could be lost for complex configuration
- Stable and fast – a reliable tool that is ready to start straight away
- Costs effective – No major hardware costs or large annual fees

THE CASE:

Read how Kwintessential and XTM have focused their service and technology to deliver a complex website localization.

THE CHALLENGE:

- Translation of the WORLD EXPO 2020 website developed in Sitecore
- 5 target languages
- 7 different content feeds
- Agile development
- Real-time management:
- Thousands of translators
- Thousands of correctors
- Flexible licence control

THE SOLUTION:

- Process Sitecore XML
- Secure and reliable
- Accessible worldwide
- Hardware independent
- Easy to use
- Concurrent licenses
- Scalable & robust
- Comprehensive features
- High performance

THE SOLUTION:

Senior linguists and project managers from Kwintessential evaluated and carried out extensive testing of 5 different technologies, finally choosing XTM Cloud as the optimal solution.

XTM was implemented in less than 1 week

- Historic language assets were aligned and imported
- Training was fast because XTM Cloud is easy to use
- The support provided by XTM International was outstanding

XTM handles the complex XML files from Sitecore perfectly and can be accessed worldwide via the internet.

The licencing model is based on the number of active users and could be scaled up and down as required. XTM allowed Kwintessential to collaborate in real-time and build workflows that automated the process from end to end.

The Kwintessential director said: "As a professional localization agency, translation isn't just about texts, documents, websites and foreign languages - it's about interpreting and translating our clients' business goals into success. XTM helps us achieve these goals."



Better Translation Technology

THE OUTCOME:

Kwintessential has significantly increased the volume of work it does for Dubai Department of Tourism, WORLD EXPO 2020. XTM has enabled it to offer this prestigious client lower costs and shorter lead times, without reducing its margins or compromising its high quality standards.

Throughout the relationship, Kwintessential has not only been impressed with the software itself, but also with the high quality of technical support and the flexibility of XTM's pricing model.

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WORLD EXPO 2020

World EXPO in Dubai is a historical achievement for UAE as it will be the first expo to be held in the MENA & SA (Middle East and North Africa & South Asia) regions since the first Great Fair of 1851. World Expos have continued to be one of the largest and most enduring global mega-events. Lasting six months, World Expos attract millions of visitors who explore and discover pavilions, exhibits and cultural events staged by hundreds of participants including nations, international organizations and businesses. With the leaders of the world depending the International Press' eyes are firmly watching for news from the website. With the reputation of Dubai in the hands of Kwintessential, the importance that both language quality and the technology used would be key to making this a success.