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CRM



CASE STUDY

Client: sales-i

Sector: Information Technology

Project: Localisation of User Interface

Languages: German

About the Client

sales-i was established in 2008 and have since grown into a worldwide company.

The aim of what sales-i do is the same today as it was back in 2008; to help salespeople in the manufacturing, wholesale and distribution sectors sell effectively and consistently by provides data insights all in one easy to access place.

sales-i's technology is constantly evolving to meet the needs of customers that include multinationals operating in the foods & drinks, building materials, distribution and automotive sectors.

Our Challenge

In 2018 sales-i approached Prestige Network as a new contract required delivery of their software product in German.

The immediate task would be to localise the software product's User Interface (UI) – this is the instructional/informational content that is seen by the product's user.

Alongside the linguistic and cultural considerations, there were the usual technical challenges related to many software localisation projects, wherein the file attributes needed to be preserved during the translation process.

Our Involvement

We started the dialogue by introducing our localisation engineer to the sales-i team, providing technical advice regarding the localisation process.

He helped sales-i determine the best export options for the UI content.



sales-i were then able to send us the exported files and we analysed the content, identifying translatable text, whilst ensuring that all of the code was locked and could not be overwritten during the translation process.

Terminology unique to the product and the business sector was identified and extracted for translation and validation by sales-i.

These were then used to populate the translation ahead of translating the bulk of the content.

By adopting a proven localisation process, we minimised the risk of an incorrect translation and could guarantee that the localised files were free of any technical issues that would negatively impact on the build of the German version.

The Result

sales-i achieved a fast and accurate localised User Interface for their product, meeting their contractual obligations with their client. This first project paved the way for an ongoing relationship with sales-i.



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