A world leader in software and technology products required full localization of two of its most popular programs into nine different languages. Based on past experience, the company knew that iSP, a division of Translations.com, had the global scalability, technical savvy, and quality assurance processes required to complete the project. The collaboration was a great success and has served to strengthen the companies' long-standing business relationship.

The Client:

Building on more than 25 years of innovation, Adobe helps consumers, creative professionals, and businesses communicate better through its world-leading digital imaging, design, and document technology platforms. In 1993, Adobe launched the PDF format and the Adobe Reader program. Today, PDF is the de facto standard for exchanging digital documents over email and the web.

The Challenge:

With an ongoing mission to revolutionize how the world engages with ideas and information, Adobe strives to reach the widest audience possible by offering localized versions of their products, including their flagship software, Adobe Acrobat. With the new English versions of Acrobat and LiveCycle Designer still a few months away from completion, Adobe needed a partner who could execute the localization of both products into nine languages while the software was still in development. Also, as part of the quality assurance process, Adobe would require complete linguistic and functional testing of all localized software and collateral.

The project presented several unique challenges. As a global company, Adobe had a number of projects running concurrently in many geographic locations. For this task, they required a localization partner who had the global presence and scalability to work within a dynamic development process, thereby minimizing the potential risks associated with a complex localization project. In addition, all versions of the software needed to be completed within a very limited timeframe.

"The foremost thing that comes to mind is the meticulous nature of your entire staff. Compared to any of the other vendors I have worked with, the responsiveness and attention to detail are unparalleled."

– PROGRAM MANAGER
ADOBE SYSTEMS

The Translations.com Solution:

To tackle this complex initiative, Adobe teamed up with long-time localization partner iSP, a division of Translations.com. From the beginning, iSP collaborated closely with Adobe, assigning a team of dedicated project managers to carry out the planning stage of the localization process and develop a solid coverage plan for back-ups, contingencies, and emergencies. With all teams located on-site in the Netherlands, iSP was able to smoothly delegate tasks between their internal and external resources.

In order to ensure consistency of language and brand image within the localized products, Adobe supplied iSP with a set of glossaries and guidelines to use throughout all translations. Drawing from a global network of more than 5,000 subject-area experts, iSP project managers assembled a team of experienced linguists to control the language output and monitor the quality of the translations in all required languages. This team was fully integrated with the Adobe staff, allowing seamless communication as well as real-time sharing of repositories. Whenever Adobe's teams made changes to the software, iSP linguists were able to quickly and efficiently implement the edits directly into the localized programs.

Meanwhile, iSP's expert technicians worked to adapt each program's user interface, help sections, and collateral materials into each target language, making sure that every aspect of the localized software would match the performance standards of the original product. The quality of the technical and engineering work was ensured by meticulous internal quality control and post-localization testing. All required testing was carefully planned and completed with sufficient redundancy to make sure that there were no untested areas left in the products when they were released onto the market.

As a result of this close coordination with Adobe's team, iSP completed the project in less than four months, delivering full translations into all nine languages as well as performing over 11,000 hours of linguistic and functional testing. To date, Adobe's partnership with Translations.com has resulted in the successful completion of over 500 projects and the continuance of an enduring collaborative relationship.

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