

## Case study

# Jabra: 3.8 million words of Sitecore content translated with live previewing



### The client

Jabra produce award-winning headsets and speakerphones on a global scale. With sales offices all over the world, they market both business-to-business and business-to-consumer product lines. As part of their parent company, GN Store Nord, they continue to design state-of-the-art communications solutions.

### The challenge

As with many multinational brands, Jabra were struggling to achieve consistency throughout their online messaging. Following a company-wide rebrand, Jabra wanted to relaunch their entire online presence, including technical documentation such as user guidelines, across multiple content styles and into 16 languages, totalling over 3.8 million words.

### The tailored solution

With so much content existing already, translate plus reviewed all current content to create an approved glossary to ensure brand consistency across the 16 languages.

“We are extremely pleased with the work translate plus have done for us. They have been able to tailor a solution that fits our specific requirements and we are looking forward to our ongoing work together.”

Michael Harboe  
Online Marketing Director

Glossaries updated in real time to ensure 100% accuracy

With nearly 4 million words to translate, the localisation workflow needed to be efficient and reliable. translate plus developed a **bespoke integration** between i plus, the translation management system from translate plus, and **Jabra's CMS platform, Sitecore**, so Jabra could seamlessly manage the transfer of data, access their translation memories and glossaries online and see real-time reports on the progress of the project.

All content is reviewed internally by Jabra before going live. So that reviewers are able to see if any changes made will alter the layout of text on the target web page, translate plus designed a live preview option, allowing the reviewer to see how the translated content will appear in the HTML format. This means that product descriptions can be viewed alongside the images they describe, leading to a better-quality review process, while any issues with character length or layout of altered text are avoided, creating a much more streamlined workflow.

### The benefits

- **Consistently high quality.** translate plus offered 3 different sample translations for each language combination within each of Jabra's product categories, so that Jabra could approve their preferred linguists and use the pre-prepared glossary to receive exceptionally high-quality results every time.
- **Time savings.** By using the bespoke CMS integration between i plus and Sitecore, Jabra do not need to waste time manually sending new content or pasting translated content back into their CMS.
- **Improved workflow.** Using the in-house-developed live preview functionality in review plus, Jabra no longer need to involve their web development team in pre-publication checks, saving time and valuable IT resources.
- **Cost savings.** With their translation memories and glossaries updated in real time, Jabra receive cost reductions on previously translated content immediately, without losing these savings due to slow or missed manual updates.

Seamless CMS integration ✓

Cost savings ✓

Brand consistency ✓

Real-time HTML preview ✓

Approved linguists ✓

For further information or for a demonstration of i plus, contact us on:  
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