

CASE STUDY



Course Translation for Japan

The Challenge

Japanese

video and eLearning
content

Specialized

software terminology

Marketo is the leading provider of marketing automation solutions for some of the best-known companies in the world. They are experiencing rapid growth in Japan with new license sales and through deeper adoption of current customers. To meet the increase in demand, Marketo needed to translate and localise training content for their platform's more advanced functionality.

Director of Education, Brian O'Leary explained:

"Our business in Japan is growing...Our customers often start out doing more straightforward marketing automation activities. Once they have matured, they want to move on to more automated and integrated types of marketing campaigns with their Marketo instance.

The platform is set up for this, but to execute these more complex projects, customers need training to know how to really take advantage of the system. The customer base in Japan is maturing and they are wanting to do more with Marketo so we needed to start translating and localising our more advanced curriculum for them."

The Solution

Expert Linguists

based in Japan

Technology

for in-context review

There were 3 main areas of expertise needed for a solid solution:



In-country expert linguists. Argos works with native linguists and reviewers who live currently in the target country. They are also selected based on subject matter expertise. As the Marketo project was technical translation, we selected a team of linguists who had a background in software and technology.



Tools for in-context review. Our suite of InView for In-Context Review tools are able to simplify both internal and client review for a range of file types.



Follow-the-sun project management and engineering support. A global team of project managers and technology specialists allow Argos to operate on a 24-hour model across time zones. Issues are addressed and questions answered promptly.

The Result

"With Argos we are treated as a priority so that really helped us with the speed to market.

One thing that we really liked was your in-country model. The feedback from Japan was that the quality of the translation was very high. And it was specialized software so that really speaks well of you guys.

Argos's translation and localization play a big part in servicing our customers, both new and existing, in Japan."

- Director of Education, Brian O'Leary

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