

GTE LOCALIZE'S SUCCESS STORY

# CASE STUDY

CLIENT: VIESSMANN



# PROJECT HIGHLIGHTS

An overview of our successful website localization project for Viessmann

<b>Industries</b>	Technical, Manufacturing
<b>Language pairs</b>	EN-ID, EN-EN
<b>Content Types</b>	Website
<b>Services</b>	TEP, Proofreading, Linguistic Sign-Off (LSO)
<b>Volume</b>	35,676 Words Translated into Indonesian 35,676 English Words Proofread
<b>Duration</b>	June to July 2021

# PROJECT BACKGROUND

Viessmann is a leading German manufacturer of high-efficiency heating and renewable energy systems. It is well-known for manufacturing solar thermal systems, heat pumps, combined heat and power generation, and more for commercial, industrial, and residential purposes.



## CLIENT NEEDS

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To give its customers in Indonesia the best experience and support, Viessmann wanted to localize its website from English to Bahasa Indonesian.

After the translation process finished, our client needed the whole website (both the English and Indonesian versions) to be proofread to ensure that there was no error left.

## CLIENT REQUIREMENTS

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Our client was looking for a professional translation agency that not only had long experience in handling English to Indonesian technical content but was also capable of supporting .xml files. This is because all pages from its website were exported in the .xml format and later re-imported back to the CMS in the same format. The .xml file must be handled properly or else it couldn't be imported into the CMS after translation.

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# PROJECT CHALLENGES

Working on this high-demanding project, GTE Localize has faced 4 main challenges.

## #1. User Interface Elements

The website consisted of many user interface strings and buttons that had limited character length. Therefore, the translated version must be short and concise enough to ensure proper displays while delivering the intended meanings of the source text.

## #2. Highly Technical Content

Our client asked for a team of native Indonesian translators who was familiar with Heating Technologies and Water Purifiers/Heaters – a highly specialized sector. The content covered products information, company stores, codes of conduct as well as some other marketing materials and news. The translated content must be accurate yet attractive to website readers.

## #3. No Glossary Available

A translation glossary contains key terminologies used in the content, along with their definitions that give translators the context for accurate and consistent translations. Although the website consisted of many highly specialized terms, our clients did not have a glossary at the time.

# OUR SOLUTIONS

## #1. Have The Best Team of Native Linguists

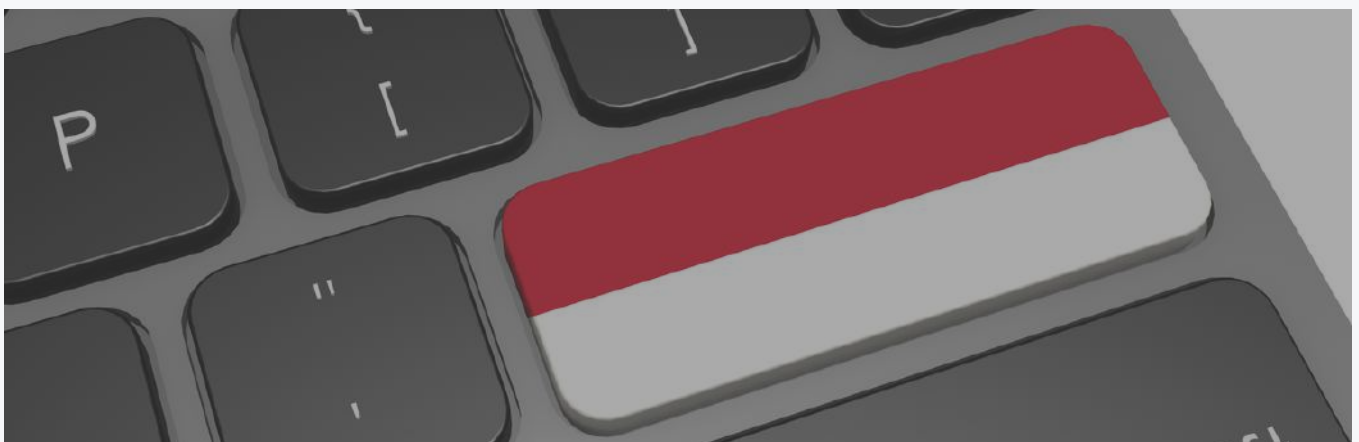
We assigned a team of 3 experienced translators and editors for the English to Indonesian translation task. The linguists in charge were native speakers of Bahasa Indonesian with long experience in translating technical content. They also had previous experience in translating websites and handling user interface elements. Before the project started, they had done and passed a strict test by our client.

For the proofreading task, a senior Indonesian editor was in charge of proofreading the Indonesian website version while an experienced native English linguist was chosen to proofread the English website version.

A senior project manager was assigned for this project to make sure everything run smoothly and on schedule.

## #2. All Three Steps Were Needed

For this type of complex content, we applied a process of three steps – translation, editing, and proofreading. The files were translated by native Indonesian linguists, then edited and proofread by senior subject-matter editors. This process guaranteed all possible mistakes were found and adjusted, giving the client error-free translations.



# OUR SOLUTIONS

## #3. A Translation Glossary Was Created

Our team created a glossary list that included the technical and frequently used terms at the beginning of the project. Only after both translators, editors, and our client had all agreed on this list did our linguist team kick off the project.

An online query form was created for all linguists to raise queries when needed. They could also see the answers to other queries for references.

## #4. Strict Quality Control

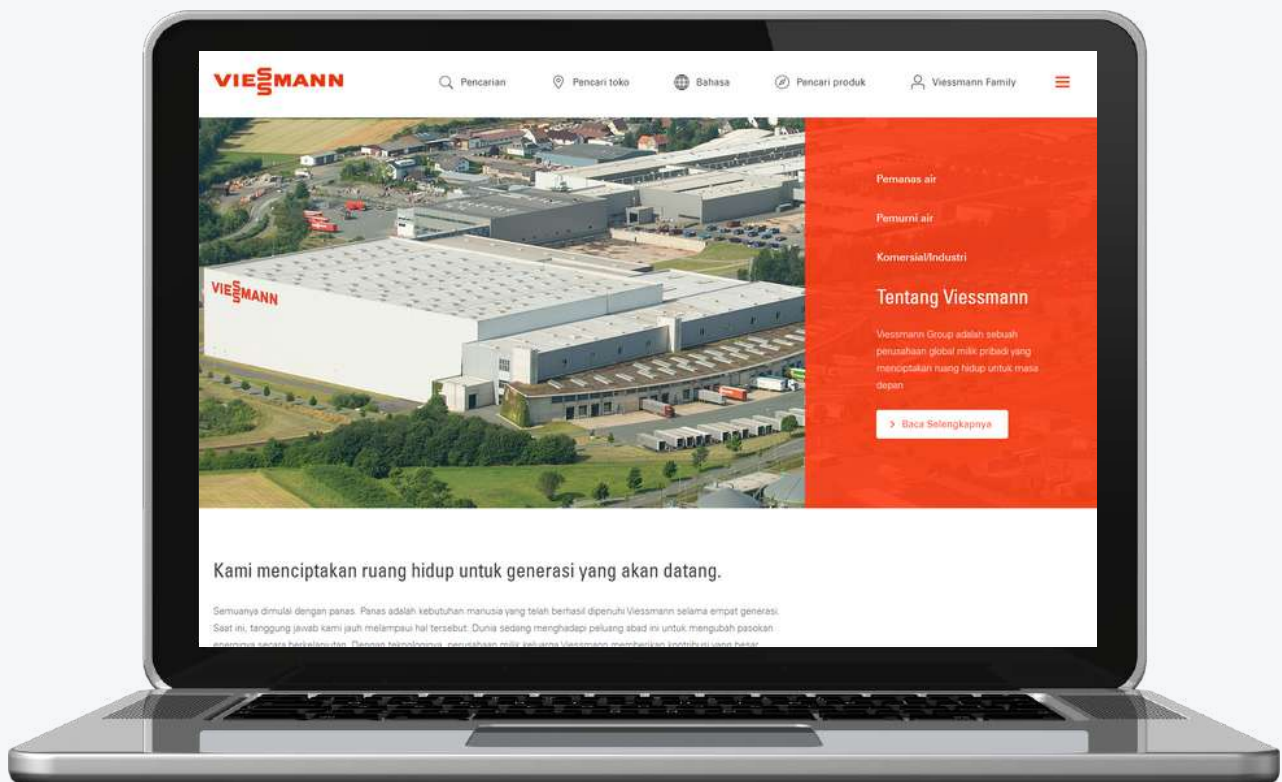
This project contained specialized terminologies. As a result, we used the QC Tool - Xbench that helped us organize terminologies and spot errors easily during the translation process. The assistance from this tool helped us perform consistent and better-quality translations.



# PROJECT RESULTS

**35,676** words translated into Indonesian

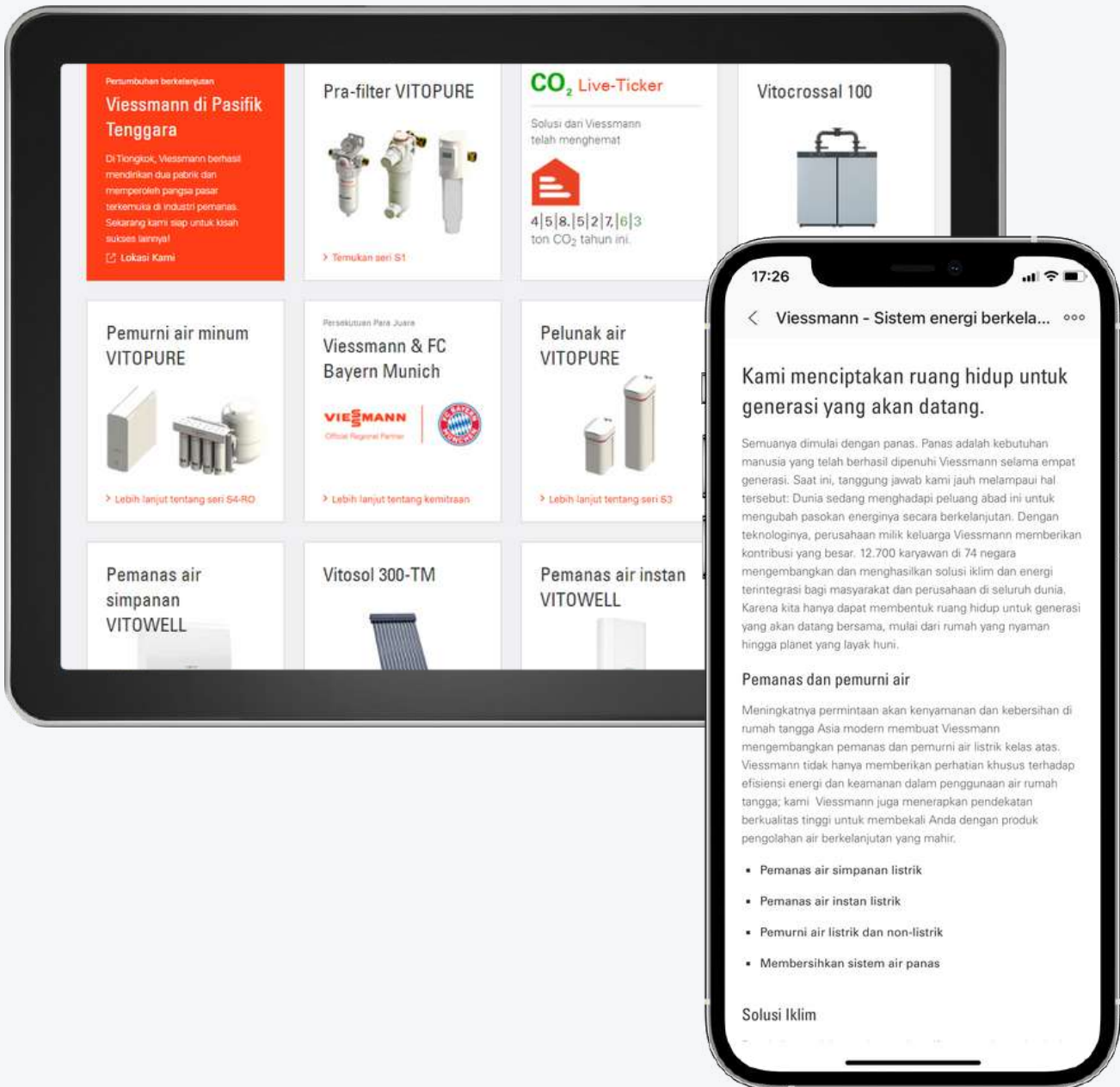
**35,676** English Words Proofread



*The Indonesian version of Viessmann's website*



# PROJECT RESULTS




*Some of our translations on the client's website*



# CONTACT US

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