| Case Study

Vistatec Assists Cybersecurity Unicorn in Managing Global Expansion Success

| Client

Our client operates the world's largest security awareness training and simulated phishing platform, providing its customers with solutions that are user-friendly, intuitive, and built to scale. Growing quickly from a start-up to a global presence currently serving more than 30,000 organizations worldwide, this company reached "unicorn status" a few years ago.

| Critical Challenges

With its newfound status came an increasing focus on global reach. It became apparent to our client that their ambitions to attain further success would require a more sophisticated global communication and content supply chain. To continue their high-growth trajectory while satisfying worldwide demand and still meeting all the "glocal" content quality expectations of their multinational clientele, they wanted to ensure their catalogue of courseware and training materials could be offered efficiently, accurately and on-brand in more than 33 languages.

Previously, to achieve their globalization goals, the client had utilized half a dozen translation suppliers. During this time, the client did not have a unified translation management system, their internal teams were siloed, and communication between the main stakeholders was scant. The predictable result: ad-hoc and transactional localization processes. This fragmented landscape ultimately left the company struggling with on-time deliveries and consistent quality. Enormous variation in resources, methodologies, and technology across suppliers made it impossible to manage, unify, maintain, and further develop linguistic assets for continuous localization and optimal cost-to-quality ratio purposes.

| Solution

Developing Trust to Build a Solid Partnership

As part of the onboarding process, Vistatec performed a forensic evaluation of the existing localization setup. Working closely with our main client contact, our first step entailed introducing our proprietary Language Review Services (LRS) to effectively manage impartial language quality.

By deploying a scorecard methodology of language quality measurement based on the TAUS and Qt Launchpad models, we laid the groundwork for a culture of continuous improvement and data-driven, consistent metrics.

As a standalone business unit separate from our translation and localization services, Vistatec's LRS offered a novel way to evaluate the quality of existing translations and vendors in an unbiased manner. Moreover, the LRS process allowed the client to improve existing translations by capturing the distinct styles of each of their different content groups and acquired business units. Vistatec also provided the original translation vendors with clear instructions on rectifying objective translation errors, as well as stylistic improvements for consistency and a true reflection of the desired brand voice.

Over time, our client consolidated the number of localization partners it worked with, and Vistatec began to wrangle all aspects of the localization process, from subtitle and onscreen text localization to audio recording and multimedia engineering across the entire range of 33 languages. Through several internal innovations and improvements that allowed us to scale up, Vistatec became the guardian of quality and advanced to the client's preferred vendor overseeing the multivendor localization program. It is a collaborative effort which operates within a framework of three main principles to promote the client's best interests while serving their initiatives, broader international objectives, and global business goals:

1. **Service & Delivery**
2. **Data Analysis & Finance**
3. **Supply & Resourcing**

Vistatec's proactive collaboration and guidance were instrumental in incorporating standard operating procedures related to the client's centralized translation management program, and in driving localization maturity.
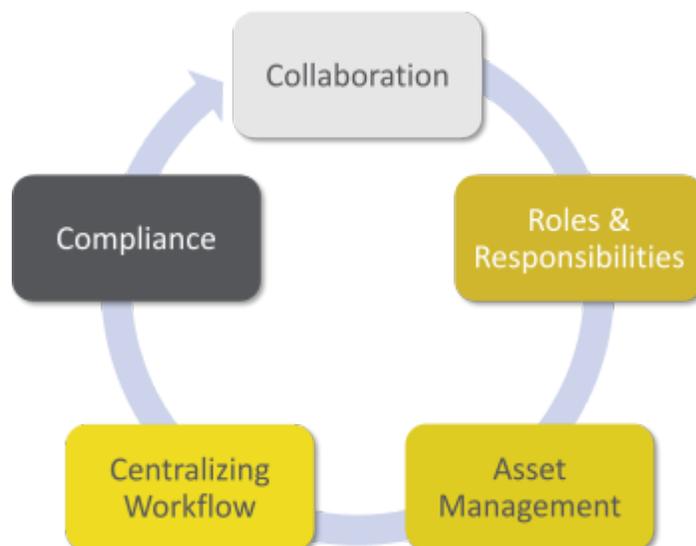
Agile Localization Project Management

To maximize efficiency and promote optimal collaboration, Vistatec helped establish a centralized localization program with best practice guidelines for all vendors to follow.

In this centralized localization program,

Vistatec takes the lead in several strategic areas to help define, achieve, and continually measure the impact of our client's larger overarching program goals. These include language quality management, the centralized management of linguistic assets and optimization of localization business and quality processes while collaborating with other suppliers for success.

.

| Results

Focusing on our client's rapidly changing needs and dynamically adapting our solutions, teams, and deliveries to the client's precise specifications allowed Vistatec to become a valued partner. We took the time to understand our client's business at the start of our engagement and we continue to grow alongside them. Vistatec's dedicated agile teams function as an extension of the client's own organization and will continue to adapt to future dynamics.

With the experience and expertise in collaborating with other vendors in the client's best interests, Vistatec helped design a robust localization program tailored to their specific goals and preferences.

Taking a programmatic approach to localization has been key to the client's success in its ongoing global expansion endeavors, and by centralizing and streamlining translation management, Vistatec set them up for sustainably efficient localization processes that can adapt to the ever-evolving global marketplace. Because the program is scalable by design, the client can add more languages as it forges new markets without compromising on quality or speed.

"From the very beginning 'till now, Vistatec's programmatic approach has been invaluable to the further development and scalability of our localization program purely focused on user/customer experience across 33+ locales. We look forward to the continued evolution of our partnership."

Client SVP Learning Innovation

Having clear supplier guidelines and a centralized system that serves as a source of truth for all linguistic assets is a huge win in our partnership because it ensures the reliability and predictability of language quality. By unifying all the client's previously fragmented assets, rolling out our proprietary LRS, and implementing standardized scoring methodology, Vistatec raised the quality assurance bar so that the client can always rely on consistency across all localized content—regardless of asset type or language pair.

"Vistatec's project managers are very involved and hands-on. They always follow up issue-by-issue and language-by-language, often leaving comments and asking clarifying questions. We feel like we can always have an open conversation with them, and they are easy to schedule a quick meeting with. We've had many experiences with them being proactive and addressing out-of-scope issues when it was feasible, to help us keep our customers happy. They take the time to watch our content and know it well, which is essential for proper localization. We value our three-year relationship with Vistatec and look forward to continuing our partnership."

Courseware QA Director

The client's partnership with Vistatec has significantly helped them navigate their global expansion course while maintaining their brand voice across a multitude of international locales. As they scale further, the solutions we have put in place will continue to help them communicate effectively with their global userbase.