

MadCap Lingo and Flare Used to Optimize Localization Consistency, Cut Time and Cost

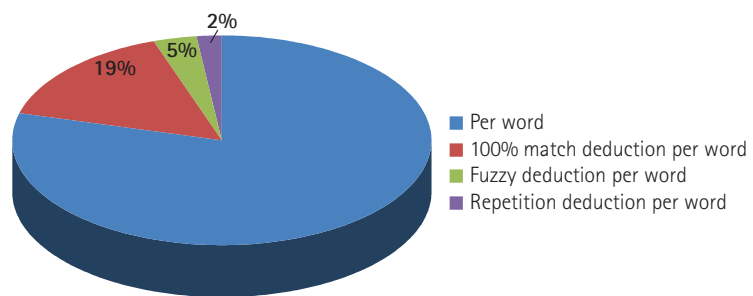
Founded in 1995, Argo Translation has always believed that technology innovation is a critical component of providing world-class language services and solutions for foreign language translation, software localization, website translation, multilingual desktop publishing, interpretation and project management. Today, the company is using the native XML MadCap Flare authoring tool and MadCap Lingo integrated translation memory system (TMS) and authoring solution in combination with the Across Translation Server to deliver consistent high quality and to cut project time by more than 25%.

“MadCap Lingo and Flare were easy to use with Across from the start, and we immediately recognized greater efficiency and quality in our translations,” says Peter Argondizzo, president and operations manager of Argo Translation.

Wanted: Translation-friendly Authoring

Three years ago, Argo Translation implemented the Across server-based TMS to support its network of more than 800 translators. At the same time, Argondizzo was looking for a newer authoring product that would provide better support for translation. Argondizzo’s search brought him to MadCap Flare, the XML-based authoring software featuring full Unicode support, thus making it inherently designed to handle both single-byte and double-byte languages. He also learned about MadCap Lingo, then in beta, and after becoming a beta tester, Argo purchased both MadCap Lingo and Flare.

“I’ve been in business 15 years, and for many of our projects, we had used the Adobe RoboHelp authoring tool. However, it wasn’t designed to support localization, and we could never count on what the outcome was. If we had a ten-language project, we would have to remedy it in ten different Help systems,” Argondizzo recalls. “Flare is very dependable, and it seems like the MadCap developers were thinking about localization with Flare. When a change occurs in Flare, it gets reflected in all the language versions. Then when I saw a mainstream company like MadCap produce a product specifically for our world with MadCap Lingo, I was shocked. It was the first time anyone had done that.”



Total savings of 26% were achieved due to the ability to reuse text that did not change between releases of the Help system.

Eliminating Redundancies Cuts Project Costs 26%

Argo’s first opportunity to work with Flare and MadCap Lingo came when its customer, Onset Computer Corporation, needed to translate an online Help system for its industry-leading data logging solutions. Onset had developed its Help system using MadCap Flare, which is tightly integrated with MadCap Lingo. In turn, the combined TMS and authoring functionality in MadCap Lingo eliminated the need for file transfers in order to complete translation, thereby preserving valuable content and formatting.

In one translation of Onset’s updated Help system alone – from English into French – Argo was able to cut 26% of the project time and cost. The savings were from a combination of 100% match deductions, fuzzy deductions and repetition deductions per word.

“The Onset Help system was for a major product release, so there were a number of new features,” Argondizzo notes. “In minor product upgrades where much of the content remains the same, the time and cost savings are even higher.”

“We’ve gone through two translation cycles with Argo,” says Erich Roth, Onset Computer Corporation software engineering manager. “They have gone above and beyond to deliver documentation on time and within budget. I highly recommend Argo along with the use of MadCap Lingo and Flare for any localization project.”

Project Packager Enhances Integration

Since adopting MadCap Lingo and Flare, Argo Translation has been using it in combination with the Across Translation Server to facilitate localization. Argo first pulls content into a Flare project to review and understand the documentation or Help system. Then the project is imported into MadCap Lingo where it is mapped. Next the project is moved to the Across system where most of the translation occurs. Finally, the project is imported back into MadCap Lingo for final quality assurance (QA).

"I really like the fact that MadCap Lingo and Flare, as well as Across, are all based on industry standards; it makes integration between the products much easier," Argondizzo says. "Across also has a nice utility for mapping to MadCap Lingo, but it doesn't grab snippets, keywords or skins, so we send the translation back to MadCap Lingo to ensure that all of those elements are in place."

Because MadCap Lingo can publish in multiple web, print and digital formats, this helps Argo Translation support customers requiring multiple outputs – for example, a customer who has web content, a print version and then additional cover page material all requiring translation.

More recently, Argo Translation has taken advantage of the Project Packager function introduced in MadCap Lingo 3.0. Project Packager helps manage the translation process by allowing the author to package all required files (content, image call-outs, glossary files and

so on) into a single ZIP file, which is then sent to the linguist. No translation candidates get missed, so there is no back and forth between author and translator. MadCap Lingo's built-in reporting engine provides full transparency during the translation process, allowing both the author and translator to view project statistics for each file in the project such as the total number of words translated or the number of words still

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Argo Translation, Inc.

pending translation. Once the translation is complete, one of Argo's editors opens the translated file in MadCap Lingo to QA and check project formatting, run statistics again, and confirm the completeness of the translation.

"I really like the Project Packager and the statistics you get in the latest version of MadCap Lingo; it's very easy to see what has or hasn't been translated," Argondizzo says. "With MadCap Lingo 3.0, the Product Packager also allows us to more accurately quote translation projects, which benefits both us and our customers."

"Based on our early success with these projects, we're seeing growing demand for translation projects using MadCap Lingo and Flare," Argondizzo notes. "The quality, consistency and efficiency we're seeing with the seamless workflow enabled by these products represent the future of translation and localization."



Argo Translation, Inc.
Glenview, Illinois

Industry

- Localization and Translation

Goals

- Deliver a consistent, quality user experience across European and Asian languages
- Integrate with Across Translation Server
- Reduce project time and costs

Solution

- MadCap Flare native XML content authoring tool
- MadCap Lingo native XML integrated TMS and authoring solution

Benefits

- Project time and costs are cut by more than 20%
- Linguists can work in familiar Across tool while gaining MadCap benefits
- MadCap products' multi-channel support enables consistency of web, print and digital content across different languages
- MadCap Lingo statistics and project tracking facilitates quality assurance

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MadCap Software is at the forefront of providing technical communication products and solutions that meet the needs of businesses around the globe. Leveraging decades of experience in the content authoring and publishing industry, MadCap Software has developed a complete suite of tightly integrated, XML-based products that combine the best practices in content development, delivery and management.

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