Sybase

L10N Technology (LT) delivers localization and post-localization testing services, supporting Sybase's international release of its powerful flagship data management system.

The Business Challenge

Sybase delivers open-architecture solutions that provide the data management and mobility necessary to create an "unwired enterprise." The company is a leader in data management for the financial services industry, and 95 of the Fortune 100 companies use Sybase technology.

Sybase had been working with multiple vendors to localize one of its lead products, a powerful data management platform called Adaptive Server® Enterprise (ASE), for use in specific geographic locales, cultures and markets.

The multiple vendor model was inefficient, and led to a lack of consistency in translation and terminology, and increased contract management costs. The managers of Sybase's product development, engineering and project management departments decided to move to a single supplier model in order to improve quality and reduce costs. After careful analysis, Sybase chose LT because it saw the value of a strategic global partner who could handle the challenges of an international product release. Sybase wanted a partner with consultative and proactive solutions to localization and post-localization testing.

Sybase needed LT to translate ASE's 110 technical manuals for system administrators into Japanese, Korean, Simplified Chinese, Thai, French, European Spanish, Brazilian Portuguese, Polish and German as well as to localize the online help system, error messaging and software commands into most of those languages, depending on market requirements. And finally, Sybase needed help testing the localized product across a variety of operating systems.

The LT Solution

Because LT had worked for Sybase for two years on other projects, LT already had a localization process set up, with centralized project management and an optimized workflow. In addition to this efficient localization process, LT looked for ways to take the burden of this project off of the client's shoulders. To that end, a LT project manager and test manager went to Sybase's office to conduct an onsite assessment of the ASE project. They also collected project assets and identified questions and problems. To help Sybase manage production and administration, LT offered a Web-based project management portal that allowed Sybase to track progress.

The Customer Benefits

"Before we chose LT, Sybase had language vendors all over the world," said Fred Rouse, Director of Program Management for Sybase. "That model was labor intensive to track and

cost, and we had difficulty comparing quality. With LT, we now have a one-stop shop. LT freed up Sybase resources to focus on our business, gave us high-quality translation, and helped us to get our products to market faster by making our localization model more efficient. We now do more with less money and resources committed to localization projects. And LT offers global pricing and consistency independent of the geographic touchpoint.

"LT is more of a partner than a provider," Mr. Rouse continued. "It has become an extension of our organization. Very few vendors provide that kind of personal service."

Adaptive Server Enterprise is a registered trademark of Sybase, Inc.

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