

International Conglomerate

An international conglomerate adapts its e-business course for worldwide staff

The Business Challenge

As the customer strove to move online and meet new business challenges, it needed its employees to “think e-business.” To help with this initiative, the company had developed an intensive e-business course covering the following topics:

- **Development** of the Internet.
- **E-business** goals, practices and models.
- **Rules** and regulations.
- **Real-life** examples of third-party implementation of online business models.

However, the course was entirely in English and targeted to U.S. employees. The customer determined that it needed a globally relevant online course for its employees in other locales and enlisted L10N Technology (LT) to adapt the existing course to three target markets—French, German and Japanese—within a very short time frame.

The LT Solution

LT quickly determined that successful adaptation of the course for the target markets depended on two critical factors:

1. **Appropriate** content adaptation and creation.
2. **Effective** management of workflow and process.

A LT senior editor reviewed existing course material and flagged all U.S.-centric or assumption-based content that would not translate across all markets. The issues identified included:

- **English-only** examples and support materials.
- **Overly** extensive treatment of U.S.-specific laws and tax regulations.
- **Inadequate** coverage of non-U.S. laws with only generalized European privacy law information.

The senior editor, with the help of lead editors in each market, created a reference document

LT understood that you need to meticulously manage the content and workflow with technical skill

for content adaptation issues and distributed it to the entire team. Editorial contributors—journalists, writers and subject matter

experts—were recruited to create and adapt content for the target markets. Meanwhile, experienced linguistic resources localized directly usable U.S. source material into the target languages.

LT and its client understood that you need to meticulously manage the content and workflow as well as have superior technical skills to separate, adapt and reintegrate all the content into a cohesive whole. To ensure that this was done, LT developed tools to handle proprietary file formats and graphics and customized production tracking, reporting and bug tracking tools.

The Customer Benefits

In just three weeks, LT delivered a fully adapted e-business course for the French, German and Japanese target markets. The course provided the company's worldwide employees with the knowledge necessary to carry out the company's strategic missions. Because the course was delivered online, rather than in person, it also decreased travel costs. The customer recognized that LT's contributions were both outstanding and essential to the success of this ambitious endeavor.

To learn more, contact us at mcgcompany@naver.com or find us on the Web at www.liontech.co.kr.