

NO-CODE ENTERPRISE LOCALIZATION WORKFLOW

Delivers 20x ROI



Introduction

Localization is the process of adapting content to meet the linguistic, cultural, and technical requirements of a particular region or country. As businesses expand globally, they need to create localized versions of their products and services to cater to local markets. However, localization can be a complex and challenging process, especially if the enterprise relies on multiple monolith tools to manage their localization workflows. This white paper describes a no-code solution implemented using Airtable, Make, and Memsourse to redefine an enterprise localization workflow, providing a single point of entry and source of truth, automating inherited language content, and improving overall efficiency.

Problem

The enterprise's previous localization workflow relied on multiple monolith tools that required constant maintenance and several personnel resources to maintain. These tools were often down, causing delays and missed deadlines. Additionally, the tools lacked automation and did not provide a single point of entry, resulting in inefficiencies and redundancies.

Solution

To address these challenges, we implemented a no-code solution that relied on three core tools: Airtable, Make, and Memsourse.

Airtable: Airtable is a flexible and easy-to-use cloud-based database that allows users to create and manage custom workflows. We used Airtable to create a single point of entry for all localization requests, providing a central repository for all localization-related information. This streamlined the localization process, reduced redundancies, and allowed for better collaboration and communication between team members.

Make: Make is a task automation tool that allows users to define and run tasks in a simple and easy-to-understand format. We used Make to automate the process of inheriting translated content from previous translations, reducing the time and effort required to localize new content. This automation improved the efficiency of the localization process and reduced errors.

Memsourse: Memsourse is a cloud-based translation management system that provides a range of tools for managing translation workflows. We used Memsourse to manage the translation process, from assigning translators to reviewing translations. Memsourse's integration with Airtable and Make allowed for seamless collaboration and communication between team members and reduced the time and effort required to manage the localization process.

Results

The no-code solution that is implemented using Airtable, Make, and Memsourse provided several benefits for the enterprise, including:

Single point of entry: The centralized Airtable database provided a single point of entry for all localization requests, reducing redundancies and improving collaboration and communication between team members.

Automated inherited content: The use of Make to automate the process of inheriting translated content reduced the time and effort required to localize new content, improving overall efficiency.

Improved efficiency: The integration of Memsourse with Airtable and Make provided a streamlined and efficient localization process, reducing errors and missed deadlines.

Cost savings: The no-code solution reduced the need for multiple monolith tools and the personnel resources required to maintain them, resulting in significant cost savings for the enterprise year over year..

Conclusion

Overall, the no-code solution provided a flexible, efficient, and cost-effective way to manage a complex and challenging localization process. Ultimately it enabled the enterprise to expand globally to support and deliver content across 23 languages faster and cheaper than it ever had before.

