

THE CHALLENGE: TRANSLATION UNDER THE MICROSCOPE (AND WITH NO CONTEXT)

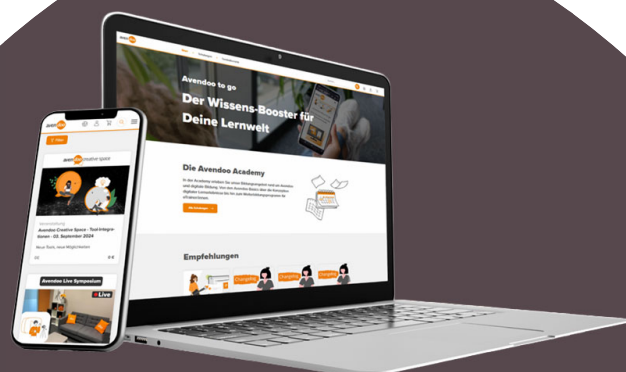
Localizing the Avendoo platform has presented a unique challenge. Unlike one-off projects, this collaboration is based on continuous updates. We often receive only short strings or individual words for translation, detached from the broader context of the user interface.

The main challenge of managing such software localization lies in the nature of the work:

- **Fragmented content**
Translations often consist of short updates that lack the wider context needed for accurate interpretation.
- **Strict technical requirements**
Software with a multilingual user interface requires careful adherence to character limits to ensure the graphical layout remains intact.
- **Limited context**
Translators receive source text in isolation. Without an in-depth understanding of the product, this significantly increases the risk of translation errors.

HOW TO ENSURE SOFTWARE CONSISTENCY ACROSS 29 LANGUAGES

Selling software worldwide requires more than just great code. It also requires an experienced localization partner who can maintain linguistic consistency even when only small updates are being translated without broader context. For Magh und Boppert and their Avendoo platform, we have become that trusted quality assurance partner.



THE SOLUTION: RESPONSIBILITY FOR THE WHOLE PRODUCT – DOWN TO THE SMALLEST DETAILS

Rather than passively processing the files provided, we have implemented an active quality management system that eliminates the risks associated with a lack of context.

- **Active communication as a cornerstone**

Our project managers and translators work with heightened attention to detail. Any uncertainty regarding terminology triggers an immediate consultation with the client. This proactive approach compensates for missing context.

- **Strict terminology control (CAT & TM)**

Even for updates consisting of just a few words, we leverage the complete history of translation memories and glossaries built since 2013. This ensures that every new update remains fully consistent with versions localized years earlier.

- **Technical flexibility**

Magh und Boppert uses its established export formats, which we process using specially developed templates and filters on our side. This protects the integrity of the code while allowing the client to continue working without making any changes to their existing workflow.



THE RESULT: SOFTWARE THAT'S READY FOR IMMEDIATE GLOBAL SALES

The greatest value of our partnership is not the volume of words translated, but the product's readiness for international markets.

Rapid expansion:

With our support, Magh und Boppert has expanded its software portfolio to 29 languages, including complex languages such as Japanese, Thai, and Vietnamese.

Zero administrative burden for the client:

Our client has not needed to change any of its internal processes. We adapt to their workflow – not the other way around.

Confidence through expertise:

Our stable team of linguists with in-depth product knowledge enables the client to give us full responsibility for linguistic quality and focus entirely on software development.



"As a software provider serving users around the world, we place great importance on professional translations and maximum flexibility. For many years, ZELENKA has reliably helped us make education accessible to everyone."

Hendrik Lüken
Head of Marketing and Sales



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