



A Customer Success Story in Technical
Communication Best Practices



COMPANY WEBSITE
<https://ideas.com>

LOCATION
Minneapolis, Minnesota

INDUSTRY
Software and Technology



IdeaS Revenue Management Solutions Partners with MadTranslations for Localization in Six Languages for 124 Countries

GOALS

- Move to a reliable translation partner with seamless project management, responsiveness, and technical expertise.
- Deliver accurate translations of product support and marketing content to a global audience of over 10,000 customers in 124 countries.

SOLUTIONS

- MadTranslations [translation and localization services](#)
- [MadCap Flare](#) native XML single-source, multi-channel content authoring software
- [MadCap Lingo](#) computer-aided translation and workflow management software

HIGHLIGHTS

- **Consistent, Accurate Results** – Content from multiple departments are translated into six languages and delivered to countries worldwide, saving valuable time and effort for IdeaS' team.
- **Uplift in International Site Traffic** – Working with MadTranslations has contributed to a 50% to 80% increase in year-to-year organic traffic in target countries.
- **Responsiveness and Project Management** – Timely responses from dedicated project managers allow MadTranslations to ensure quality and deliver quick turnaround times on deliverables.

IDeaS, a SAS company, is the world's leading provider of revenue management software and services for the global hospitality and travel industries. With 30 years of expertise, IDeaS offers a suite of solutions that transforms data into clear and actionable insights, empowering revenue leaders with precise, automated decisions they can trust.

As a global company, IDeaS delivers their innovative analytics solutions to over 10,000 clients in 124 countries. To support the understanding and use of their products, IDeaS delivers their product support content and marketing materials into six different languages. Today, IDeaS leverages MadTranslations' translation and localization services to ensure that their content is accurately and reliably translated.

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Challenges

“MadTranslations was a natural choice for our translation goals. We had confidence in MadCap Software and its products overall, and we were confident about their commitment to quality and stellar customer service.”

VICKY SIMON

Principal Technical Communicator | IDeaS

With customers based all over the world, IDeaS needs to ensure that their content is readily accessible to global users, and adapted to resonate in local markets.

The effort to find a long-term translation partner began when the team at IDeaS decided to translate their product support documentation into several languages. Due to a previous experience with a vendor where their translated materials failed to launch in its intended market, finding a partner that ensured accurate, quality translations was a high priority.

IDeaS needed a partner with a record of quality and customer service and would help establish best practices in translation management. After evaluating several translation vendors, the team determined that MadTranslations was the right fit for their needs. “Other vendors’ processes were often unclear, and we sometimes waited days for responses to our project status inquiries, or we had

to schedule regular meetings just to make sure our timelines would be met,” explained Vicky Simon, Principal Technical Communicator at IDeaS.

“MadTranslations was a natural choice for our translation goals. We had confidence in MadCap Software and its products overall, and we were confident about their commitment to quality and stellar customer service,” continued Simon.

Streamlining the Translation Workflow in Six Different Languages

“One of the things I appreciate about MadTranslations is their level of responsiveness. I can send a request and expect a quick response, knowing that their translation team will deliver timely, high-quality translated content.”

GRETCHEN HARWOOD

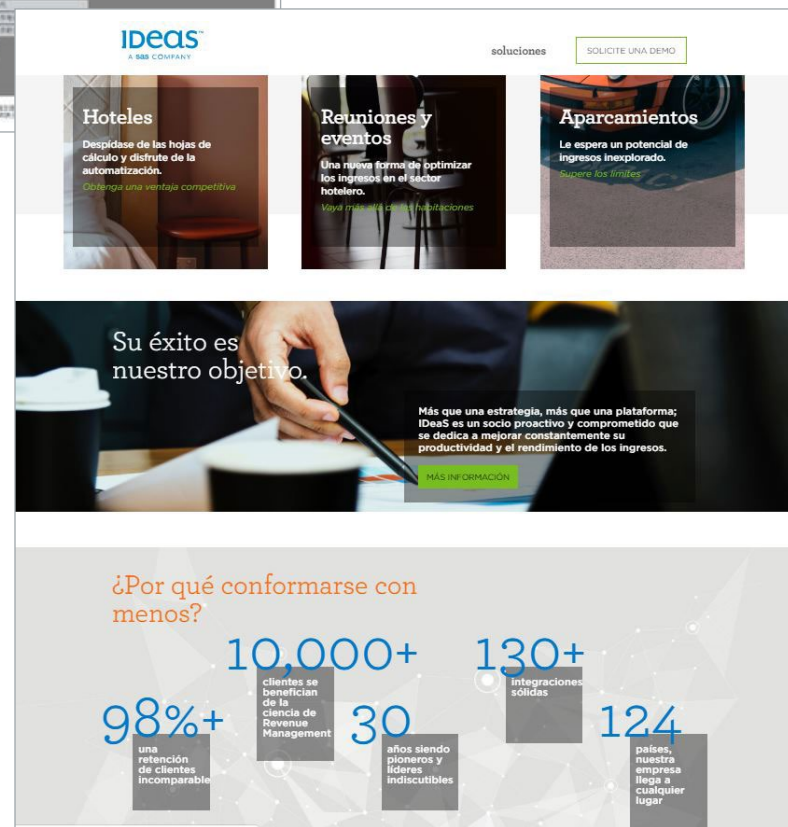
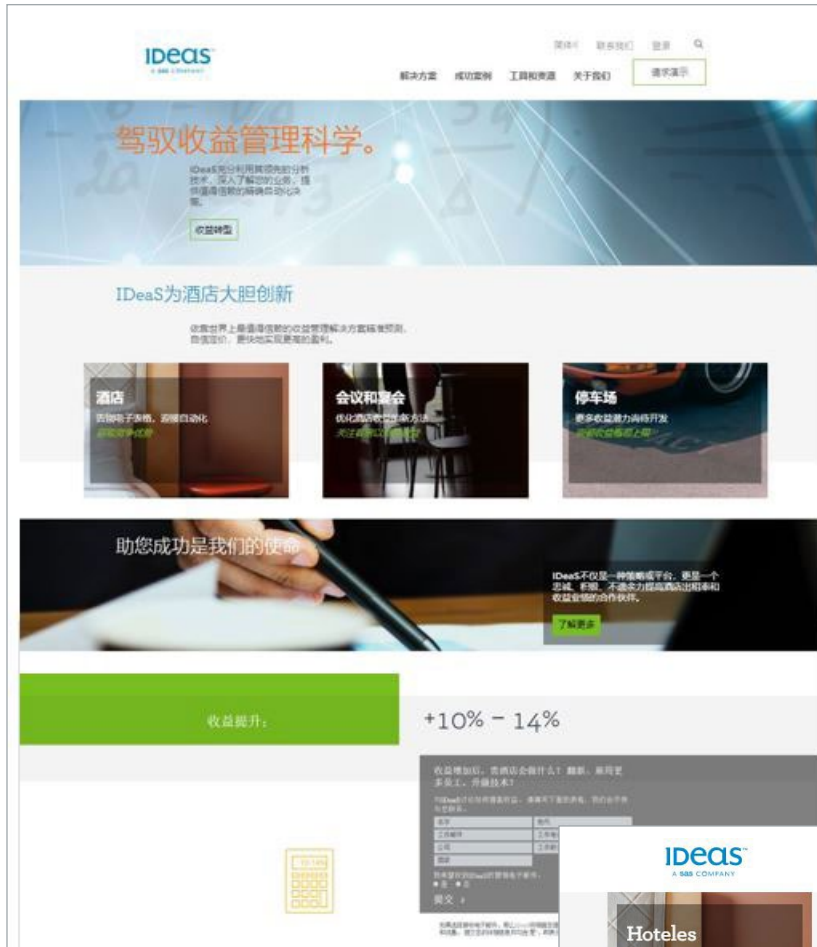
Director of Product Marketing and Integrated Campaigns | IDeaS

By relying on MadTranslations as a partner in translation and localization, IDeaS has been able to expand their reach to global audiences. Today, IDeaS delivers their content in six languages: Spanish, French, German, Italian, simplified Chinese, and Japanese.

In addition to expanding their translation efforts, IDeaS has experienced a number of advantages to their workflow, facilitated by MadTranslations' quality, responsiveness, and level of service.

IDeaS relies on MadTranslations to tackle multiple translation projects, from knowledge bases, sales tools, and eLearning and web content. To ensure that projects stay on track, the team is tasked with a dedicated project manager, regardless of the size of the project, who ensures they receive project deliverables and immediate responses to their questions. “One of the things I appreciate about MadTranslations is their level of responsiveness,” said Gretchen Harwood, Director of Product Marketing and Integrated Campaigns at IDeaS. “I can send a request and expect a quick response, knowing that their translation team will deliver timely, high-quality translated content.”

With MadTranslations, IDeaS is also able to take advantage of flexible turnaround times that fit their schedule. “With multiple projects in different languages, we have certain deliverables that require a fast turnaround,” explained Harwood. “The team at MadTranslations was able to accommodate our need for a more agile relationship, and always makes it as easy as possible for us to get what we need in a timely manner.”



Translated Website in Chinese & Spanish



Regardless of the complexity, we have counted on MadTranslations to manage the details of extracting the content, completing a quality translation, and rebuilding the deliverables.

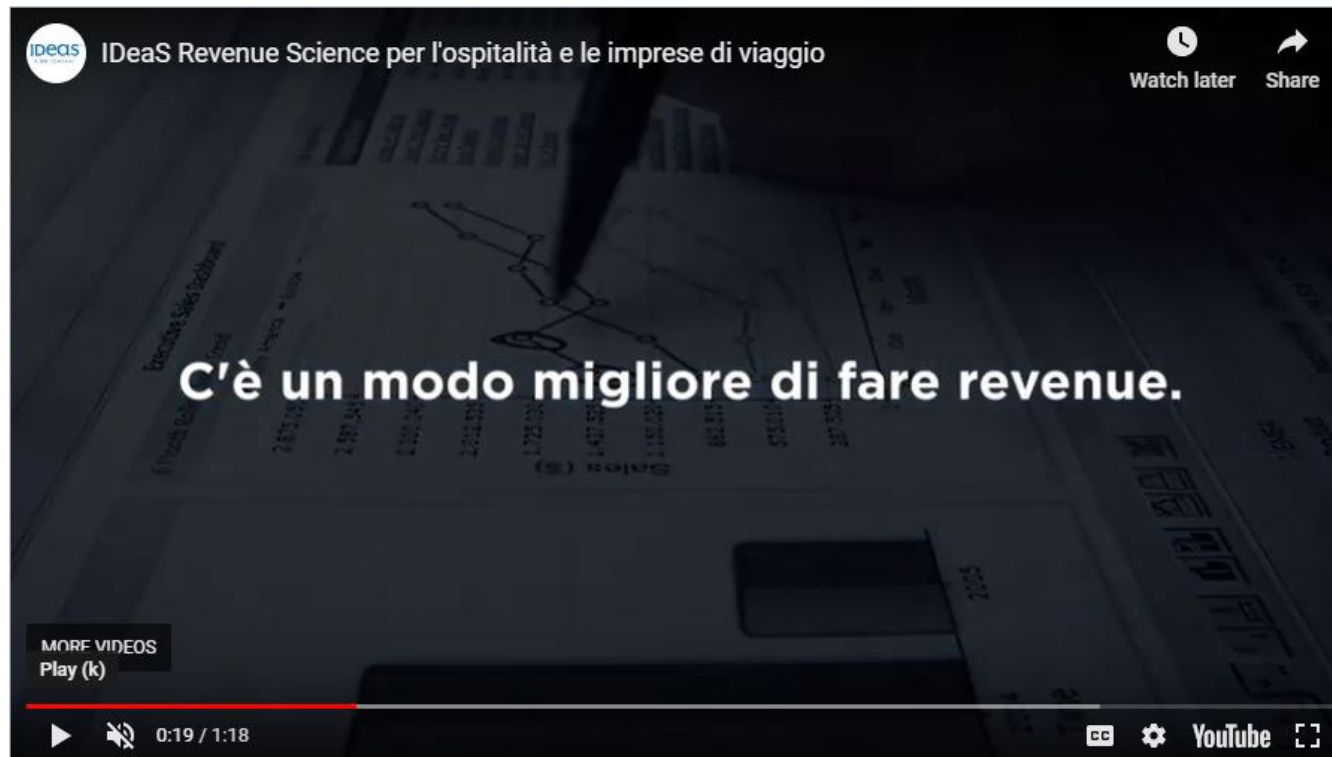
VICKY SIMON

Principal Technical Communicator | IDEA S

Additionally, regardless of the technologies that IDEA S utilizes in their content, MadTranslations is able to handle any project with their extensive technical expertise. "Some of the technologies that we use to create content have limitations in their translations management support," Simon recalled. "Regardless of the complexity, we have counted on MadTranslations to manage the details of extracting the content, completing a quality translation, and rebuilding the deliverables."



Translated PowerPoint in Japanese



Translated Video in Italian

MadTranslations as the Solution

Since working with MadTranslations, IDEaS has been able to deliver native-level translations of their content to customers all over the globe. In addition, MadTranslations played a key role in IDEaS' rebranding efforts of their marketing materials, which included web content, videos, case studies, interactive sales tools, PowerPoint presentations and client training materials.

In order to facilitate growth in their target regions, they needed to ensure that their content was accurately localized to the destination region. As an outcome of their translation efforts, IDEaS' site traffic has experienced a significant increase in countries where language has been localized. In the past year alone, IDEaS has seen a 50% to 80% increase in year-to-year organic traffic in countries such as Italy, France, and Japan.

"Since updating our local websites and marketing materials, MadTranslations has helped us increase our visibility in target markets, better resonate with buyers with localized context, and contributed to the significant growth in international site traffic. We're grateful to have the partnership, and look forward to rely on MadTranslations as we expand our global efforts," said Harwood.

As IDEaS continues to grow and expand their global user base, the team is looking for new ways to leverage MadTranslations in upcoming projects. "We're in the planning phase of moving all our translations projects to MadTranslations," Simon explained. "We're confident that they can manage our growing translations workload and contribute to our focus to efficiently deliver quality products to all our global customers." 🤖

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For more success stories on ways smart companies are increasing productivity, reducing costs, and streamlining content delivery, visit:

www.madcapsoftware.com/successstories