



A Customer Success Story in Technical
Communication Best Practices



COMPANY WEBSITE
www.primozone.com

LOCATION
Sweden

INDUSTRY
Technology



Primozone Relies on MadTranslations to Localize User Manuals in Six Languages

GOALS

- Ensure that international customers can effectively and efficiently use Primozone's solutions to process their transactions.
- Lower the cost and effort associated with translating Primozone's product manuals in six languages.

HIGHLIGHTS

- **Efficiency** – Flare's topic-based authoring, condition tags, and variables speed the creation and delivery of HTML5-based documentation.
- **Collaboration** – Integration of MadCap Flare with Apache SVN strengthens collaboration and provides version control of content created by the technical writing team.
- **Intuitive user experience** – Responsive design, search, and an errors tab provide an inviting and interactive website where users can easily find the information they need.



Founded in 2000, Primozone has been redefining ozone technology with environmentally-friendly water treatment solutions, used in industrial, municipal, and aquaculture operations worldwide. At the heart of their solutions is their innovative ozone systems and generators, which has the highest ozone concentration and lowest lifecycle cost of any such product on the market.

To support the use of their products, Primozone provides product manuals to users all over the globe, who depend on their industrial water treatment solutions. Today, Primozone relies on MadTranslations to translate their manuals into multiple languages and ensure that their users are supplied with the information they need.

Challenges

With users based in more than 40 countries worldwide, Primozone makes its product manuals available in multiple languages.

Translation quality and expertise in Flare were key factors in the company's evaluation process. They needed a partner that would understand how to translate technical content authored in a single sourcing environment. "I did research in firms that did translation for Flare projects, and managed to find several firms spread across Europe, USA and Israel. However, most were either outrageously expensive, or lacked the experience we were looking for," explained Erik Bergman, technical writer at Primozone. Their search for a partner led them to MadTranslations Inc., a subsidiary of MadCap Software.

An evaluation with MadTranslations resulted in translation samples that established them as the clear choice. "We had a product specialist evaluate their test translation, and he was happy with the quality of the result," recalled Bergman.

"In short, MadTranslations was able to provide the translation at a reasonable price, and also have the perk of working closely with MadCap Software, which gave me confidence that they know the ins and outs of a Flare project," Bergman observed.



MadTranslations was able to provide translations at a reasonable price, and also have the perk of working closely with MadCap Software, which gave me confidence that they know the ins and outs of a MadCap Flare project.

ERIK BERGMAN
Technical Writer | Primozone

MadTranslations as the Solution

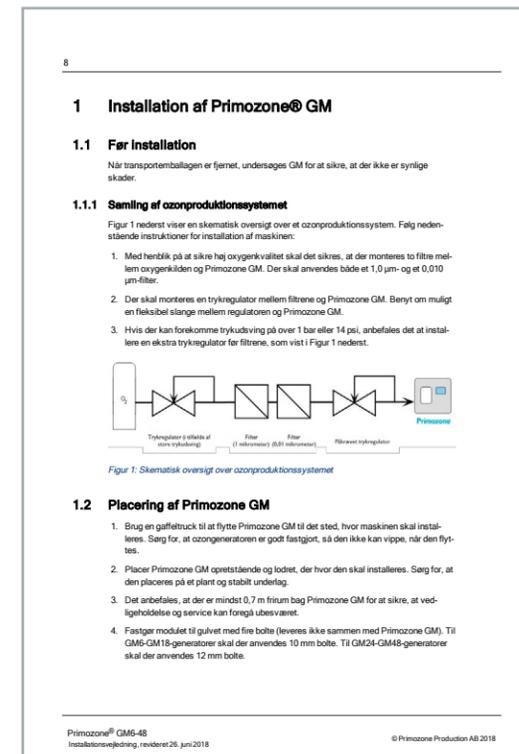
By relying on MadTranslations as a partner in translation and localization, Primozone has seen tangible benefits in their workflow. "I have saved many hours of work just in handling of the Flare project prior to translation. One e-mail and one uploaded folder was all it took for MadTranslations to start work on 30 targets," Bergman said.

"I've been happy with the way customer support and follow-up questions have been handled, and pleased with the consistency and quality of translations," said Bergman. "We look forward to see how we can continue expanding and growing with MadTranslations as a partner."

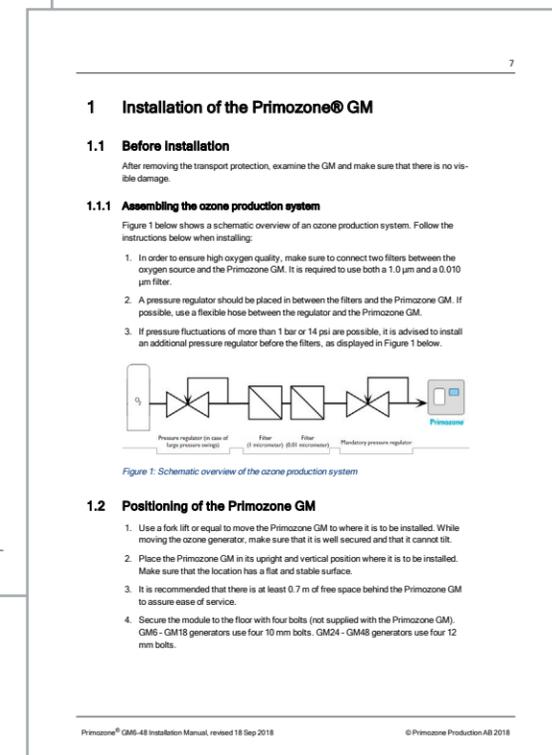


I have saved many hours of work just in handling of the Flare project prior to translation. One e-mail and one uploaded folder was all it took for MadTranslations to start work on 30 targets.

ERIK BERGMAN
Technical Writer | Primozone



Product Manual in Danish, translated by MadTranslations



Product Manual in English, translated by MadTranslations



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

www.madcapsoftware.com/successstories



SUCCESS STORY: Primozone