



A Customer Success Story in Technical
Communication Best Practices

Snap-on Business Solutions Relies on MadCap Software and MadTranslations to Deliver Documentation and Accurate Translations in Over 30 Languages



COMPANY WEBSITE

<https://sbs.snapon.com>

LOCATION

Richfield, Ohio

INDUSTRY

Software and Technology

GOALS

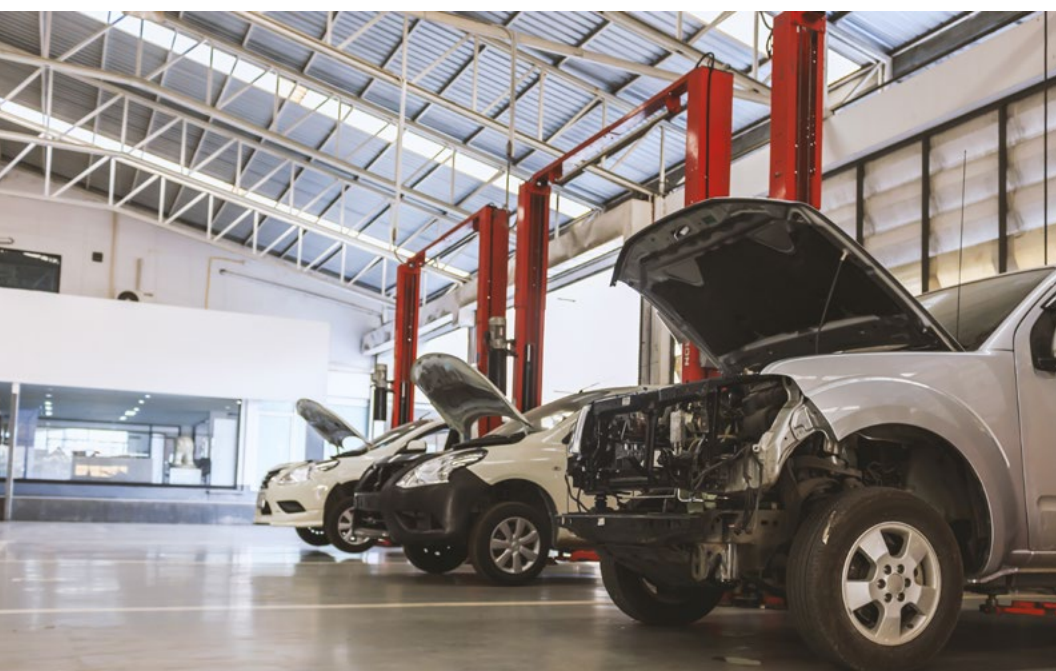
- Move to a reliable translation partner that offers professionalism, responsiveness, and a range of translation and localization services.
- Deliver accurate translations and establish a glossary of consistent terms across software products, HTML-based user guides, videos, and step-by-step tutorials.
- Reduce future translation costs associated with translating materials in multiple languages.

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 softwares

HIGHLIGHTS

- **Consistent, Accurate Results** — Software applications, user guides, videos, and tutorials are translated into over thirty languages and delivered to countries worldwide, saving valuable time and effort for Snap-on's writers.
- **Return on Investment (ROI)** — Working with MadTranslations and utilizing MadCap Lingo enables Snap-on's writers to save up to 30% by re-using translations.
- **Customer Service and Project Management** — Prompt responses from dedicated project managers allow MadTranslations to ensure quality and quickly address any new project initiatives.



Snap-on Business Solutions is a business unit of Snap-on Incorporated, an S&P 500 Company and leading global manufacturer and marketer of high-end tools and equipment. Snap-on Business Solutions provides parts and service technology solutions to 125,000 automobile and equipment dealerships in more than 130 countries.

To support the use of their sophisticated products, Snap-on relies on MadCap Software to provide comprehensive documentation through HTML-based user guides, videos, and step-by-step tutorials. In addition, MadTranslations ensures that their materials and software applications are accurately and reliably translated into over thirty languages, thereby letting users access information in their language of choice.

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Challenges

In 2015, the team at Snap-on evaluated their translation and localization workflow and came to the conclusion that their existing translations lacked consistency and quality control. Previously, the team had worked with a translation vendor that had been chosen for cost, rather than quality. However, the lacking quality and inconsistency in term usage was reflected in the translation process. "Within our apps and documentation, we found that a single feature would be referred to by up to five different terms, making it confusing for the end user," explained Sara Prentice-Manela, technical writer at Snap-on.

As Snap-on's needs evolved with the company's growing business and expanding global audience, the team decided to search for a new translation vendor that would ensure that translations for key features and phrases were consistent and accurately conveyed the meaning to the user. Their primary goals were to find a vendor that would evaluate their existing translated content and establish a glossary of terms that would be used as a foundation moving forward.

Switching to MadTranslations

While evaluating new translation vendors, MadTranslations emerged as the solution of choice for a new translation partner. In addition to MadTranslations' years of expertise in the industry, their integration with MadCap Software also played a critical role in the decision process. The team had



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Technical Writer | Snap-on

already relied on MadCap Flare to author and deliver their online Help, and had planned to include MadCap Lingo computer-aided translation (CAT) software, into their suite of tools.

"We were already using MadCap Flare for our help authoring, and wanted to use MadCap Lingo to build up an internal database of translated documentation, both to reduce future translation costs and to maintain consistency," said Prentice-Manela.

Ultimately, deep technical and linguistic expertise, a cost-effective process, and a high level of professionalism led Snap-on to choose MadTranslations. "When we found out that MadCap Software had their own translation vendor, we checked into their quality and pricing, and found it to be the clear choice for our needs," explained Prentice-Manela.

MadTranslations as the Solution

Today, working with MadTranslations, Snap-on is able to deliver native-level translations of their online Help and documentation to customers all over the globe. In addition, their software applications are also accurately localized in over thirty languages, ensuring that users are able to comprehend UI elements such as button names and error messages. Cultural and linguistic



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expertise has also proved to be an advantage in working with MadTranslations. “We frequently have native-speaking clients who request special terminology, and our relationship with MadTranslations allows us to determine where these requests make sense for other speakers in that country and industry,” said Prentice-Manela. “We are then able to better serve the needs of all our users and clients, and explain our approach to the clients so they don’t feel they are being dismissed when we have to decline their requests, and allow us to accommodate them when we can.”

In addition, the team has seen tangible cost savings through their re-use of translations. “By combining our own MadCap Lingo translation memory database and MadTranslations’ processes, we regularly save up to 30% of what we would have spent in the past by simply re-translating existing sentences used in a new document or context,” said Prentice-Manela. “And we know for sure that the quality is much higher.”

Beyond the results, service and responsive project management also played a key role in Snap-on’s success working with MadTranslations. “Our project manager is always ready to answer any questions and ensure that translators understand our needs and use our glossary,” said Prentice-Manela. “Every once in a while, we request a project with a tight turnaround and MadTranslations always delivers.”

Prentice-Manela concluded, “We’ve been excited to have MadTranslations by our side as a partner. Overall, MadTranslations has been an exceptional partner in improving our translations and helping us maintain a professional product across the globe.”



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