



A Customer Success Story in Technical
Communication Best Practices

TotalTrax Delivers Fleet Tracking Solutions and Documentation for Warehouse, Industrial, and Manufacturing Environments in Multiple Languages with MadTranslations



COMPANY WEBSITE
www.totaltraxinc.com

LOCATION
Newport, Delaware

INDUSTRY
Software | Logistics and
Supply Chain

GOALS

- Ensure compliance with safety regulations and standards in the United States, Canada, and international countries.
- Deliver accurate translations of product UI and documentation 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 software

HIGHLIGHTS

- **Compliance with Safety Regulations** – With accurately translated content from MadTranslations, TotalTrax is able to meet the complex safety regulations in different countries.
- **Efficiency** – TotalTrax sends MadCap Flare project files directly to MadTranslations for speedy translation and localization.
- **Customer Service and Project Management** – Prompt responses from dedicated project managers allow MadTranslations to ensure quality and quickly address any new project initiatives.



Around the globe, companies with manufacturing and warehouse operations rely on the advanced telematics solutions from TotalTrax to improve safety, maximize labor productivity, and streamline management of material handling fleets. As the leading provider of fleet management solutions and services, TotalTrax delivers business intelligence to customers that provides the insight needed to reduce or eliminate inaccuracies typically associated with operator input.

Today, TotalTrax's customers extend across Canada and the United States, and are rapidly expanding in international countries. To support the use of their solutions, TotalTrax provides their products and documentation in multiple languages with MadTranslations, ensuring that their customers' employees are able to read and comprehend the usage of their software and hardware. In addition, it is essential for TotalTrax that their content meets the safety regulations of the country where their solutions are used. By relying on MadTranslations' translation and localization services, TotalTrax is able to deliver accurate, safety-compliant documentation to their users.



The Challenges of Safety Compliance

Safety is key for TotalTrax's customers, who rely on their telematics solutions to enhance the operation of vehicles, labor, and equipment in warehouse, industrial, and manufacturing environments. As a component of meeting OSHA regulations in the United States, in addition to state and federal safety regulations, TotalTrax ensures that their products and documentations are accurately translated into a language that their customers' employees can understand.

"OSHA standards and the labor laws in the United States require that safety products are understandable by employees. If language barriers prevent the employee from following procedures or completing safety checklists when operating forklifts, this can place the worker's safety at risk," states Thelma Marshall, Director of Product Management at TotalTrax, Inc.

The challenges of meeting safety requirements also include ensuring compliance with regulations and laws in foreign countries. For example, Canadian customers require TotalTrax to provide

their documentation in additional languages, so employees can fully understand how to use their products.

"Our Canadian customers require that our products are offered in French-Canadian, as many of their employees are based in regions where English may not be the primary language," Marshall explains. "Providing our products and documentation in French is vital from a safety perspective, as it's easier for users to be more effective if they understand the safety requirements of our software."

Choosing MadTranslations



With MadTranslations' extensive experience and quick delivery times, it was easy to go back and forth with the team for various translation projects, including full manuals and user guides.

THELMA MARSHALL

Director of Product Management | TotalTrax, Inc.

To meet the challenges of providing accurately translated content that prioritize safety compliance, TotalTrax needed a reliable translation partner that fit with their requirements. After assessing several translation providers, the evaluation led TotalTrax to select MadTranslations for their deep software expertise, integration with MadCap Software, and their dedicated support and service.

"We had first learned of MadTranslations through MadCap Software, as we had recently purchased MadCap Lingo to enhance our translation workflow," said Marshall. "With MadTranslations' extensive experience with our tools of choice and quick delivery times, it was easy to go back and forth with the team for various translation projects, including full manuals and user guides."

MadTranslations as the Solution

Since working with MadTranslations, TotalTrax has been able to localize their product UI and their documentation into several languages, including French, German and Spanish. This effort has allowed TotalTrax to meet Canada's import regulations, as well as OSHA regulations and labor laws in the United States.

"Meeting these regulations is a key requirement of providing our solutions to our customers," explained Marshall. "Now that our documentation is available in multiple languages, our customers' employees can quickly and readily find the answer they need to operate our products in a safe and compliant manner."

“When I reach out to the MadTranslations team for a new project, I always receive quotes within a day. In the future, if a customer requests documentation in a different language, I know I can rely on MadTranslations to tackle the project.”

THELMA MARSHALL

Director of Product Management | TotalTrax, Inc.

Beyond the ability to ensure safety compliance, quick responsiveness and efficient project management have also played a role in TotalTrax's success in working with MadTranslations. The partnership allows TotalTrax to meet the unique needs of their customers, regardless of the complexity or language requirement.

"When I reach out to the MadTranslations team for a new project, I always receive quotes within a day. Once the project materials are sent to the team, they follow up with a quick turnaround in delivering the translated materials," observes Marshall. "In the future, if a customer requests documentation in a different language, I know I can rely on MadTranslations to tackle the project."

Marshall concluded, "Our experience in working with MadTranslations has been nothing but positive. We rely on their expertise, accuracy, and quality in translations, and we look forward to expanding our international growth with MadTranslations as a partner." 🍷



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