



CASE STUDY

## MAXIMIZING GLOBAL REVENUE OPPORTUNITIES

With a Proprietary Linguistics Technology Application

OPTIMIZE & EXECUTE

### THE BUSINESS CHALLENGE

A major international financial services and auditing company was faced with a challenge when it needed to **make one of its proprietary software tools available to the international market**. The tool was used extensively by the company's auditors to help U.S. retail clients identify opportunities to recover monies in over 500 separate claims categories.

Although the tool had recently been converted to a new, broader technical environment that would enable the company's auditors around the world to access it, **not all country business environments found the tool, available only in English, to be useful**. With a dramatic increase in audit business in France, the company needed to quickly translate the entire application into French. It was important to do so in a way that would minimize changes to the core technology platform.

The company's senior management team selected AGSI to develop and implement an approach that would help the company to accomplish these goals quickly and efficiently.

### AGSI'S HIGH-LEVERAGE SOLUTION

AGSI conducted a comprehensive inventory of the application database, content, screens, report tiles, headers, footers and on-line help. With this information, AGSI developed a structured plan to translate all sections and convert dates, times, nomenclature and other standard browser settings to European standards.

Teaming with a highly skilled French linguist, AGSI devised **a custom methodology and series of documentation templates** that enabled the linguist to focus on the translation without having to be concerned with the complexities of the underlying technology. This unique approach optimized the process for converting the various documents of the application.

As translations were provided, AGSI converted them to the application while simultaneously using the advanced features of the new technological environment to implement changes to the browser configuration to support European standards. This approach **minimized the need to make core source code or database structure changes** within the application.

### VALUE TO THE ENTERPRISE

While extensive testing with a French company was underway, AGSI documented the entire process. The client was able to use AGSI's approach as **a model for subsequent translation to other languages**.

### IN BRIEF

#### CLIENT:

International Financial Services and Auditing Company

#### ENGAGEMENT:

Linguistics Application Development

#### CHALLENGE:

Devise a software enhancement that would allow quick translation of critical documents from English to French while minimizing source code or database structure changes

#### OUTCOME:

A custom methodology and template series allow efficient translation and were used as a model for later translation to multiple languages